

IVAN ALLEN

*A Resourceful Citizen*

*By Eleanor Williams*



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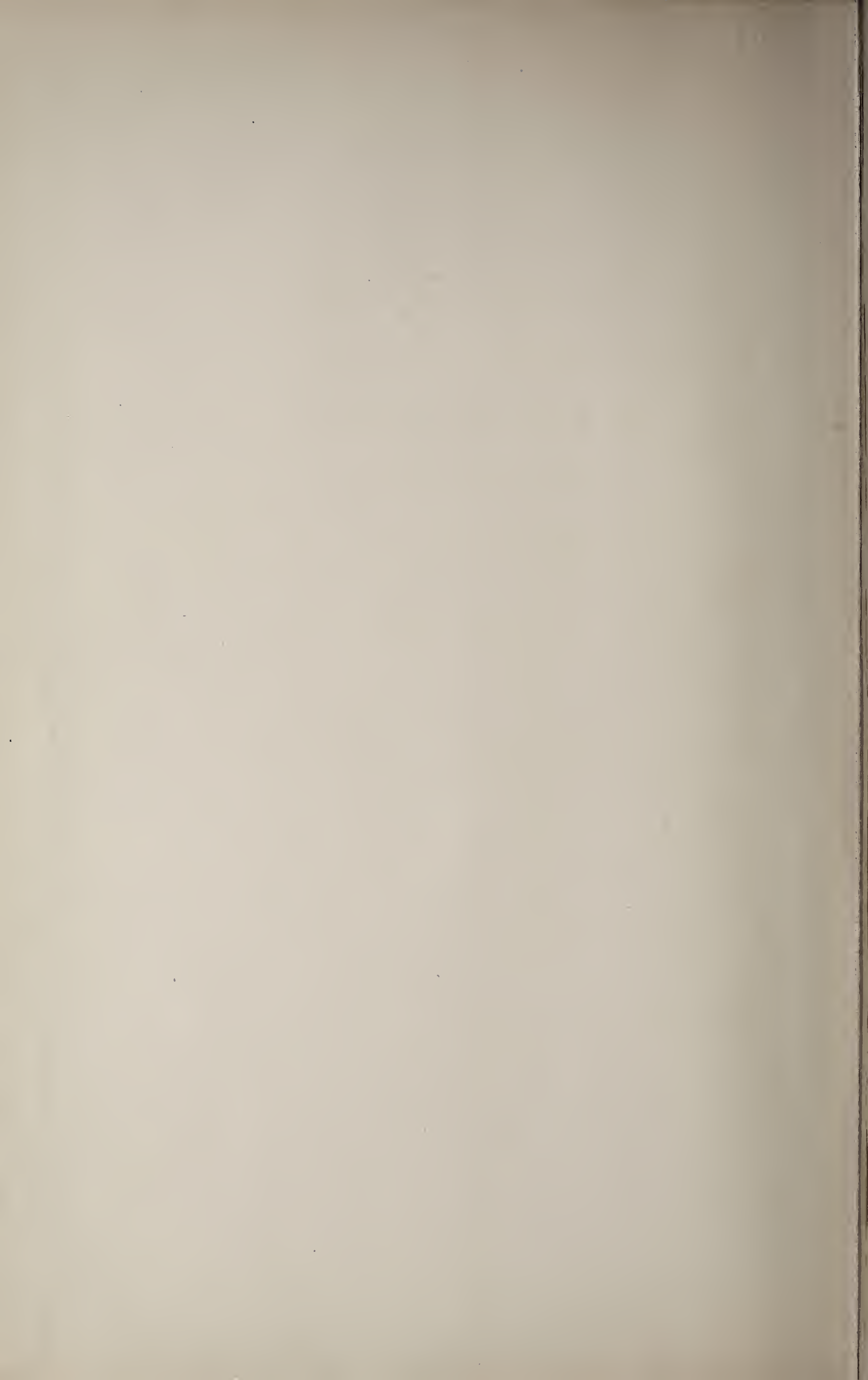
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IVAN ALLEN:

*A Resourceful Citizen*

PRESENTED TO

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WITH THE COMPLIMENTS OF

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#### THE THREE IVANS

Ivan Allen, Sr., Ivan Allen, Jr., and Ivan Allen III, in Mr. Allen's library at his residence at 2600 Peachtree Road, in 1942. This photograph was taken by Kenneth Rogers and used in the *Atlanta Constitution* on June 21, 1942, for Father's Day. Afterwards the picture was painted in oils and now hangs in Mr. Allen's office over his desk.

IVAN ALLEN

*A Resourceful Citizen*

*By Eleanor Williams*



*Published By*

*Ivan Allen — Marshall Company*

*Atlanta, Georgia*

*1950*

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**PRINTED IN THE UNITED STATES OF AMERICA**



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## PROLOGUE

**B**IOGRAPHIES are most often written about great statesmen and politicians, kings and generals, inventors and explorers, philanthropists and financiers. But the life of a more ordinary man is not without adventure or romance. Not aspiring to greatness, he may nonetheless achieve it in his own sphere. And his story should hold enough human interest not to read like an obituary!

Such a man is the subject of this book—a self-made man in the highest sense of the term. Leaving his home in a small North Georgia town more than fifty years ago, he came to Atlanta to make his fortune. In America hundreds of boys do this sort of thing every year. Some give up and go back home, most of them succeed merely in making a living. But every now and then there is one who makes his dream come true. Ivan Allen did. From a small beginning he worked his way to a position of importance and respect because he not only had the ability but he had the determination and force to put his talents to effective use. Somebody asked him once, “How do you find business?” The unhesitating answer was, “By going after it!” This explains a lot—he was never afraid of hard work and he made his labor count. A flare for originality combined with a genius for organization helped, too. Mr. Allen says of himself that he was always lucky, and that while he was no genius he was smart enough to get smarter men to work for him!

This book is about Ivan Allen’s activities in the world of business, and in civic life. Its source material has come from extraordinarily complete documentary records and scrapbooks going back over a period of fifty years—a result of a secretary’s enthusiasm for her boss—from letters and files old and

## IVAN ALLEN: A RESOURCEFUL CITIZEN

new, and from talking with his friends and relatives and with the man himself. No effort has been made to achieve a high literary style or to follow any set plan. It is a simple record set down primarily for family and friends and neighbors. It makes no pretense of being a complete record—we have just “hit the high spots.”

Mr. Allen himself says that he has had a long, happy, healthy, and busy life and he welcomes the idea of this book so that his grandchildren and his great-grandchildren can know what kind of life he led. But he is afraid that it will sound as though he claimed to have accomplished all these things singlehanded.

“I was able to organize things and get people to work,” he says, “because I had a wide circle of friends and acquaintances. But back of all these undertakings, back of the leadership, there had to be some capable person who could give all his time to it to keep the wheels going round—secretary, manager, executive vice-president—call him what you will, he had to be there. A man can accomplish very little, giving part time leadership as I did, unless there is someone behind the scenes to coordinate and activate the plans and push the work to a successful conclusion. I owe a great debt of gratitude to these men with whom I worked, some of whom have passed on now, and I have for them a deep and abiding affection.

“Way back in the Associated Charities days there was Joe Logan, the most unselfish man I ever worked with. Happy ‘Cousin’ Fred Houser of the Convention Bureau, and my beloved mentors, Mell R. Wilkinson and Colonel F. J. Paxon, are three others now gone. And Mr. Walter G. Cooper, Secretary of the Chamber of Commerce and Vice-director of the War Savings Drive in World War I, who was probably the best informed man I ever met.

“Out at the Southeastern Fair there was R. M. Striplin, first secretary of the Fair, followed by J. Oscar Mills. And Mike



## PROLOGUE

Benton. Thirteen years of happy association with Mike, operating the Fair and paying it out of debt, with Mr. E. W. Gottenstratter ably handling the finances.

"From up in North Georgia came Frank T. Reynolds of Dalton, who worked so hard on the Dixie Highway, and Senator V. C. Pickering of Chatsworth, who took charge of the Fort Mountain road.

"I could never forget William Candler and W. R. C. Smith. We three and George W. West had lunch together every Thursday for three years and ran the Forward Atlanta Commission with the splendid help of Myra Scott and Gary Eastman.

"Mr. Fred Newell was secretary of the Industrial Bureau then, and his fine work has been carried on by Frank Shaw.

"When I was in the Senate, Mr. Devereaux F. McClatchey was its Secretary, and no green politician ever had a better advisor. Later on, it was Dr. Cullen Gosnell who worked night and day on the report to Governor Hardeman on the reorganization of the State Government. And when the Constitution Ratification came up in 1945, Basil Stockbridge did a fine job running the office and directing the publicity.

"When I was working to raise the first big fund for Oglethorpe, I was carrying out the dream of Dr. Thornwell Jacobs.

"With the extensive programs of the Agricultural and Industrial Development Board of Georgia, Dr. L. V. Howard, Erle Cocke, and R. V. Connerat were able and efficient, and Georgia owes them a debt of gratitude, too.

"Then there is Lew Austin, executive vice president of the Atlanta Retail Merchants Association. Quiet, dignified, dependable, and competent. And when I was Chairman of the Home Loan Bank at Winston-Salem, it was the bank's president, Mr. O. K. LaRoque, who deserved more credit for that success than any one else I know.

"Fletcher Gibbs was General Manager of the National Sta-

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tioners Association when I was its president, and was followed by Charles Garvin, and now Paul Burbank. All able men, all had a tremendous interest in the Association and they have accomplished much for the industry.

"Since I have been Chairman of the Fulton County Department of Public Welfare, Wellborn Ellis has been a most outstanding administrator, and he had some distinguished predecessors.

"And the Little White House, the Franklin D. Roosevelt Warm Springs Memorial. Lee Trimble, as Secretary and Treasurer of the Commission, has given service that money could not possibly buy and I believe that in that great memorial he has found his life's work.

"There are many others still. And the men who have been helpful to me in my own private business are too numerous to mention."

But this book is the story of Ivan Allen, and so we have naturally cast him in the leading role.



# CHAPTER

## 50 YEARS IN ATLANTA!

*Spent half his time on public work—and the other half in making a fortune!*

*One of the founders of a new, nationwide merchandising industry—office outfitters!*

*Bought a mountain—and gave it to the state for a park!*

*A resourceful citizen—salesman, merchant, manufacturer, banker, politician, builder.*

*The romance of a country boy come to town!*

FIFTY years in Atlanta. A half century of the greatest growth and progress of Atlanta and Georgia—and it would be hard to point to any really significant civic advance during that time in which he did not take part.

The romance of a country boy come to town. When he was a schoolboy in Dalton, doing odd jobs after school to help the budget out, playing the usual childhood games with the other children, and indulging in fanciful day dreams of leaving home and making a fortune, he seemed just like any other boy. Even his plan of one day buying nearby Fort Mountain and the mysterious old fort on its crest was just such a dream as many children have. With one difference. Ivan Allen made his dreams come true.

His father, a country banker and merchant, died as an indirect result of his army service in the Civil War when Ivan was little more than an infant. His young mother was left

alone to care for her three little children and her own widowed mother. Mr. Allen says of these two ladies: "I admit Morgan and Rockefeller were great financiers and could stretch the dollar, but they were pikers in comparison with my beautiful mother and my resourceful grandmother Harris, who raised us three children—Sister Ruth, Will, and me—with pride, culture, and devotion—and precious little money!"

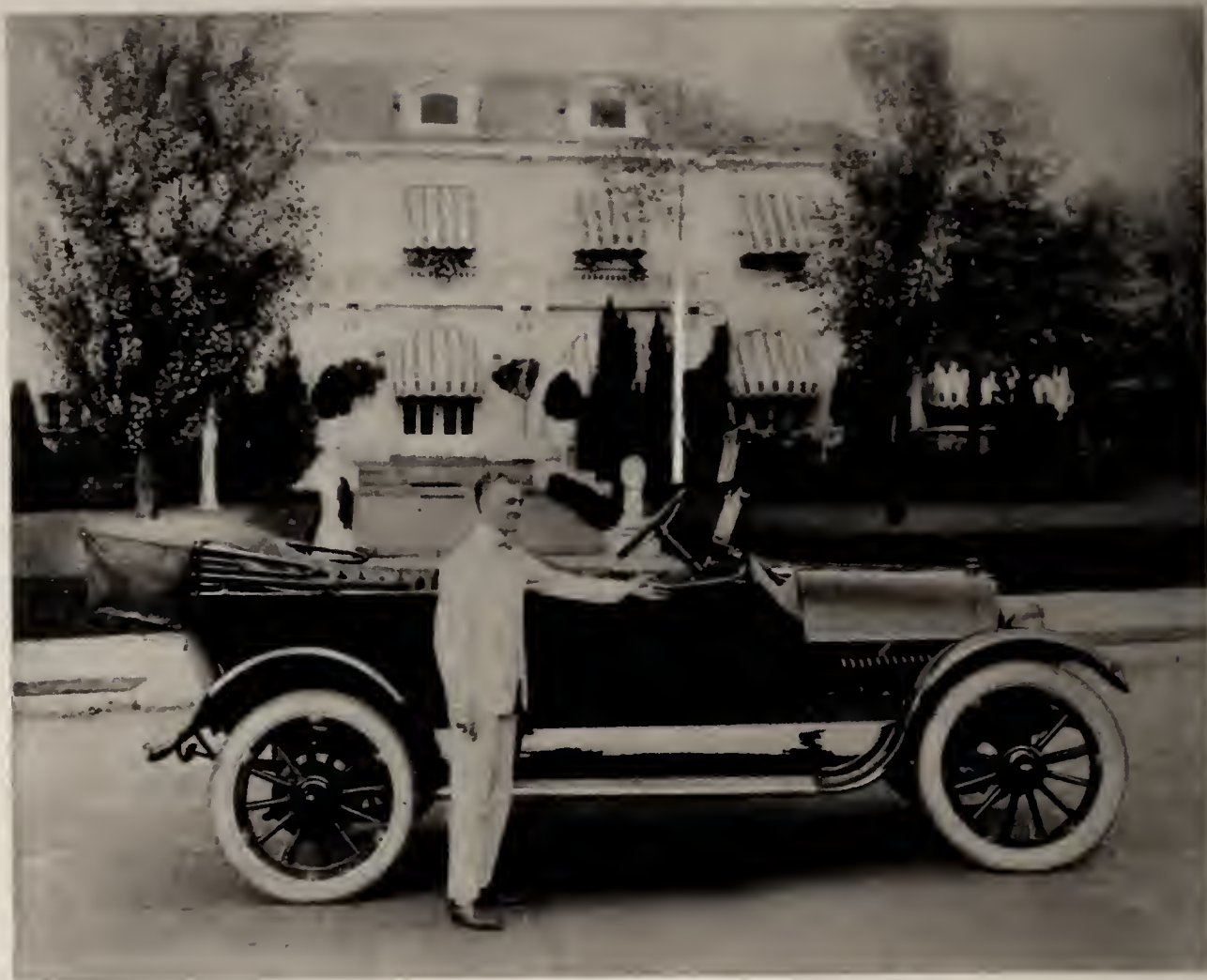
When he was just a boy, Ivan began to carry his share of the burden. Nowadays he would probably have got a paper route, and perhaps in that case this story would never have been written. For out of his job in a cousin's little grocery store grew his resolve to get into a "preferred" business. Generous in spirit and easily touched by the misfortunes of others, young Ivan could not resist giving "long measure" to the poor people who bought their meager supplies in the store. Then one day his cousin, who had been noticing what Ivan was doing, explained to him the rules of profit and loss in business and why he could not afford to give all his profits away, no matter how much he might want to help those less fortunate. Then and there Ivan made up his mind that he would never go into any kind of business in which a lump would come in his throat when he sold goods at a profit—he wanted to develop something dealing with a "preferred" class of buyer, with people who had plenty.

The opportunity to get into this kind of business was not too long in coming. Ivan had left off helping in the grocery store and addressing circulars for Mr. Frank Manley at the Manley Machine Company, and at his mother's insistence had begun to study law in the office of Colonel Starr. His principal occupation was looking up records at the courthouse and helping to prepare the papers for the innumerable "Cow cases"—cases farmers brought against the railroad company for cows killed on the railroad line. Ivan came to be known around Dalton as the "cow coroner." But he found law mighty



Soon after Ivan Allen came to Atlanta in 1895, this picture was taken with his friend, Dowdell Brown.





Ivan Allen standing in front of his first gasoline car, a Reo, 1916.

slow going and when a gentleman came up from Atlanta looking for an agent, Percy Baker of the Showalter Company referred him to Ivan, who jumped at the chance. The man was selling a newfangled invention called a typewriter—the Yost typewriter to be exact. Each machine sold for \$100—in those days no inconsiderable sum. The Atlanta man was willing to consign the typewriters to be sold on commission. Ivan saw in this the opportunity he was looking for. No capital was necessary, just salesmanship. He at once learned to operate the “machine” (at least enough to write “Now is the time for all good men to come to the aid of the party” with much verve and dash!) and set out to sell them to the banker, the lawyer, and the first one to the Crown Cotton Mills—in other words, to the Vanderbilts of Dalton. In a few months he had sold twelve typewriters in Dalton, and the Atlanta firm was so impressed with his prowess as a salesman that they offered him a job in Atlanta, at the princely sum of \$40 a month.

So in 1895 the country boy came to town. Atlanta was of course vastly different then, nowhere near so big and prosperous. Mr. Porter King was mayor, William Y. Atkinson was governor of the state. Many of the streets were paved with granite blocks, and many more were not paved at all. The comparatively new electric street lights were few and far between. Georgia Tech was getting ready to graduate a class of fourteen seniors! The big thing of the moment was the Cotton States and International Exposition, which was being held at the present site of Piedmont Park.

Business conditions were very different, too. Mr. Allen can remember only three women employed in business offices in downtown Atlanta—one of these was a society woman, well thought of in the business world. She was considered to be making an excellent salary at \$50 a month. But money bought more then—Ivan got his room and board for \$5 a week and out of what was left of his salary he was able to send



something home. He did so well in his job that his monthly check was soon increased to \$60, and still he was not content. So he asked to be put on commission, to travel for the firm—and with that step, his upward climb was really under way.

In a matter of weeks he was making more money than he had ever dreamed of having. And how that young man did dress—tailor-made suits, fancy derbies, pointed shoes with high, buttoned tops. When he made a call in one of the towns he visited, he hired a carriage. After all, one could scarcely carry the typewriter of that day under one's arm!

Then came another idea. So many people couldn't afford to pay out a hundred dollars all at once—why not sell on "time"? Installment selling was a brand new thing then, only recently introduced in the North by the Singer Sewing Machine Company. Ivan Allen adapted the plan for his own use, selling his machines for \$10 down and \$10 monthly, getting a note from his customer which he personally had discounted at the bank. All this time he kept turning over in his mind an idea he had for expanding the business—it was to sell, in addition to the typewriters, such things as books of records, carbon paper, filing supplies, printing, and so on. The other members of the firm were reluctant to do this, but Ivan was so determined that finally they gave in. It was the entering wedge, so far as he was concerned, for the introduction of his brainchild—a store which would sell everything that was needed to equip an office, from the desks down to the paper clips.

All the businessmen and bankers to whom Allen broached the subject of this "office equipment" store either laughed at him or carefully explained to him how impractical his idea was. Friends declined to be mixed up in any such scheme, the bank refused to lend him any money. As a last resort, he went to his mother in Dalton and laid his plans before her. She had always believed in her son's ability, and she gave him

what money she could raise without hesitation. With that small capital Ivan went back to Atlanta. The year was 1900, and the name of the firm he founded was Fielder and Allen Company. An entirely new type of merchandising, a new industry in the making—the complete office outfitters.

That was nearly fifty years ago now. Take a look at Dun & Bradstreet and you will see how much more astute than the bankers' was Mrs. Allen's judgment. Ivan Allen—Marshall Company—product of a young man's "wild" ideas—does several million dollars of business every year.

For more than fifty years Ivan Allen has been intimately concerned with the business and civic life of his adopted city, and his devotion to the town that gave him his chance has been unswerving.

He has spent half his time in public work, and the other half in making a million dollars. All the money came from his business, and outside investments, for Mr. Allen has never held a public office for which he received any remuneration, except as State Senator. And fully half his time has been spent, not in making money, but in working for the public good, for Atlanta, and for Georgia. With a decided proclivity for altruistic and civic organizations, he has been the moving spirit in many of them. He says of himself: "Maybe I have been the 'village pest' around Atlanta, with a finger in too many pies, but nearly all the enterprises I have been connected with are here to stay, and their accomplishments are manifold. And none of these enterprises has ever been a financial failure. Perhaps some of them didn't do as well as others, but none of them have ever gone 'broke'—though one or two, like the Southeastern Fair and Oglethorpe University, have at times been pretty badly 'bent.' "

He has been interested in finance, in manufacturing, in every aspect of merchandising. He has been an "amateur" at politics, and at one period a professional. He has travelled



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widely, crossed the ocean six times, he has maintained a happy home, his friends are legion. And he made that boyhood dream of owning Fort Mountain a reality—he bought the mountain and then gave it to the State for a park.

A practical dreamer, his life has held a series of “impossible” dreams he made come true. He came to the city without capital, without influence, and without much education, armed only with salesmanship and resourcefulness. To recount the story of what he has done since then cannot help but show achievements to be proud of.

A resourceful citizen—salesman, merchant, manufacturer, banker, politician, builder.



## CHAPTER 2

### FORT MOUNTAIN

**I**F you travel by automobile from Atlanta to Tennessee, going by way of Cartersville and Chatsworth, you will see, as you approach the latter town, a particularly tall, blue peak in the Cohuttas, rising over two thousand feet from the low-lying land around its base. This is Fort Mountain. On the west and north it rises in a sheer mass of grey cliffs, impossible to climb. There is, in fact, only one side by which one can reach the mountain top. At the present time, a good road leads up that side to the area which is now a state park, but in the old days the only means of access was by a distinctly perilous foot trail.

This mountain is about twenty miles from Dalton and is clearly visible from that town. Many years ago a small boy attending grammar school in Dalton listened with fascination to stories his teacher (Confederate General Byron M. Thomas) told of the mysterious old ruins of a fort on its crest, ruins which gave the mountain its name. This man had actually made the ascent, in those days no mean feat, and had seen the walls of the fortification for himself. No one knew who had built it, or when it was done, or why. It caught the imagination of the boy—he liked to speculate about the real story of the fort—he daydreamed of one day owning it!

The origin of the fort is to this day veiled in mystery. All that now remains of it is a sprawling stone wall, stretching approximately a thousand feet across the plateau on the moun-

tain top from cliff to cliff in a zig-zag pattern. An army entrenched behind it in pre-gunpowder days could have withstood any assault by any force of men, as it effectively commands the only feasible approach. The wall is more than twelve feet wide at the base, and while now it is only about two feet high there is evidence that it once stood as tall as a man's head and was further reinforced with logs. There is one entrance, at which the masonry is substantially more massive than in the rest of the wall. Built into the wall are twenty-nine pits, large enough to accommodate a man, believed to have been intended for use as firing pits for the bowmen, or perhaps for signal fires. There are also remnants of what appear to be two look-out towers.

There are many theories as to who the fort builders were, but no conclusive proof can be brought to the support of any one of them. Some people believe the Cherokees built it, but if this is so, it was never used by them for defensive purposes for arrowheads and other Indian artifacts are not found there in any appreciable quantity, as would be the case if the fort had been long occupied and a battle fought over the ground. Then, too, the design of the fortification clearly indicates that its makers possessed some engineering skill, which these Indians, although the most progressive of all tribes, did not have. Others think DeSoto built it, but this theory is discounted by the fact that Spanish records show that DeSoto passed through this territory at a fairly rapid march, being in the vicinity only about two weeks. Even a casual examination of the wall will prove that a much longer time than that was required to complete it. Another explanation is advanced in the Smithsonian Institution's report of their research into the origin of Fort Mountain:

There was a dim but persistent tradition among the Cherokee Indians of a strange white race preceding the Cherokees in this country, whom they drove out. The Indians called them the



## FORT MOUNTAIN

“moon-eyed” people, since they could not see in the day-time. They were supposed to have been an Albino race. The tradition goes that they made a treaty with the Indians to leave the country if allowed to go in peace.

Still others hold to the belief that the fort was built by Spaniards who came to this section some twenty years after DeSoto's visit. This group was sent out by the Spanish governor at St. Augustine to find gold, and was headed by one Juan de Paedo. They spent a considerable time in what is now North Georgia and had their share of trouble with the Indians, so it is not beyond the bounds of credibility that they had need for such a fort, and they had the necessary knowledge for its construction as well.

Be that as it may, it is undeniable that Fort Mountain is among the oldest man-made constructions remaining in the state of Georgia.

For many years the mountain was owned by one North Georgia family. Finally it became necessary to sell this estate, and Fort Mountain was put on the market. In the meantime, the schoolboy who had dreamed of owning it had become quite a prominent businessman in Atlanta. Back in Dalton his love for Fort Mountain was well known, and when the property was put up for sale a friend of his called him to ask if he would like to buy it. So it was that in 1926 Ivan Allen realized his childhood ambition to own Fort Mountain.

Although he had always been interested in it, Mr. Allen had never actually seen the fort on Fort Mountain. So, a short time after he bought it, he arranged to take his son and some other young boys, together with his brother-in-law, on a hiking expedition to the mountain top. In those days there was no definite trail leading up the mountain, much less a road, and the party found the going more than a little rough. But eventually, after climbing all afternoon, they reached the plateau just as dark was falling. Because of its inaccessibility, probably half a

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dozen people had not visited the fort in as many years. The spring was choked with undergrowth, and there was no sign of human life. The climbing party spent the night in the open, and next day set about exploring. Allen saw that the terrain was ideally formed for a park, and his first thought was that it would make a fine resort. There was another plateau lower on the mountain side which could perhaps be made into a splendid eighteen-hole golf course. It was with this thought in mind that he returned from his first visit to his new property.

After due consideration, however, Mr. Allen decided against this plan. For a year or so he did nothing about it, but he was turning over in his mind an idea of giving the property to the State Forest Service to be developed into a public park. In this way, he felt, the fort would be preserved forever and the area would be open and available to all the people of Georgia, to use and to enjoy. But he did not wish to give the property until he was assured that there was no risk of destruction of the fort and that the park area would be suitably improved.

It was not until 1934 that the formal gift was finally made and accepted. Under the supervision of the State Forest Service, work was at once begun. Two C.C. Camps were set up in the neighborhood, and these boys cleared the plateau, replaced stones that had fallen from the walls, and built a four-story observation tower near the fort. A road was built, leading up the mountain side, so that at last anyone who wished might easily see the ancient fort. In 1935 Mr. Allen donated additional land to the park, and the citizens of Murray and Whitfield counties took up a collection with which still more acreage was acquired. Mr. V. C. Pickering was put in charge of the work, and under his direction the project began to take shape.

At last, in 1936, the Fort Mountain State Park was ready for its formal opening. A great celebration was planned in honor of Ivan Allen, who had given the land and made the park possible, and a bronze tablet was made ready to be placed on the





Ivan Allen speaking at the dedication of the Fort Mountain State Park, June 13, 1936. Picture made by Richard W. Smith, State Geologist.

Fort Mountain State Park, showing the walls of the ancient fort.







Observation Tower at Fort Mountain State Park.





49 Peachtree Street. Fielder and Allen Company's first store. 1900.



This building on the corner of Marietta and Forsyth streets was occupied by Ivan Allen's firm from 1908 to 1938. The firm was the Fielder and Allen Company when they moved there, and later became the Ivan Allen-McCall Company.



## FORT MOUNTAIN

tower. At Dalton, June 13, 1936, was declared "Ivan Allen Day" by Mayor Hardin:

Whereas, there is to be unveiled on June 13, 1936, on Fort Mountain, some fourteen miles east of here, a tablet in honor of Ivan Allen, of Atlanta, Georgia, whose gift of land made possible the establishment of Fort Mountain State Park, and

Whereas, Ivan Allen was reared in the City of Dalton, and it was his old associations and love of his home community out of which grew his acquisition of the land on top of Fort Mountain, and its later gift to the State for park purposes,

Therefore, I do hereby proclaim Saturday, June 13, 1936, as IVAN ALLEN DAY in the City of Dalton, and call on all our citizens to attend said ceremony on Fort Mountain and partake in honoring a former citizen of our city whose generosity and civic spirit so greatly aided in making possible this wonderful scenic asset to our community.

This 8th day of June, 1936.

O. R. HARDIN

Hundreds of people attended the celebration, coming from all over Georgia and from neighboring states as well. The highlight of the exercises was the unveiling by Mrs. Ivan Allen, Jr., and Sue Thomas, Mr. Allen's niece, of the bronze tablet which had been placed on the tower. This handsome plaque bears the following inscription:

This Ancient Stone Fortification  
885 Feet In Length And The Land On The  
Crest Of This Mountain, 2832 Feet Above Sea  
Level Was Given To The State Of Georgia  
For The Establishment Of Fort Mountain State Park By

IVAN ALLEN,  
Public Spirited Citizen Of Georgia  
In The Year 1934

Speaking on that occasion, Ivan Allen gave a brief resume of the history of Fort Mountain and of his acquisition and subsequent disposition of it:

## IVAN ALLEN: A RESOURCEFUL CITIZEN

My friends—all of you are my friends—this is a big day in the life of a country boy moved to town. I am very happy—appreciative and humble. . . . A boyhood dream has come true—there is a Santa Claus.

North Georgia is beautiful country and this is a million dollar view. People are going to trek their way up this Mountain to see this old fortification, hundreds of years after all of us who are here today are gone.

This old stone fortification is certainly three or four hundred years old, maybe twice that old.

A great Confederate general, a graduate of West Point—my teacher over in Dalton, forty years ago, pointed out of the school room window to the peak of the Cohutta Mountains rising out of the valley . . . and said that day to us children, "On top of that Mountain is an ancient fortification, certainly built by white men with some engineering skill because no Indian ever did that much work. The wall is a thousand feet long—it took hundreds of men months to build it; it is the oldest semblance of white civilization in this section of the country." He said it should be explored and preserved because some day the historians and archaeologists would solve the mystery of this ancient fortification.

I never forgot what the General told us boys that day and while the other boys expected to be President of the United States, I dreamed of owning Fort Mountain.

Thirty years later I acquired this property—part of my boyhood dream had come true. I owned the top of the Mountain. . . .

There was no highway across the Mountain—you had to climb up the Northeast side from cliff to cliff and hold on to the bushes. . . . Then came the State Highway which climbed across these mountains from Chatsworth to Ellijay . . . and made a road into this spot possible.

The State Department of Forestry and Geology through altruistic men and that splendid woman citizen of Georgia, Mrs. Judd—the Park idea was theirs.

Then came the depression—and the "New Deal." The U.S. Forestry Department offered us help and the C.C.C. boys put out some real work up here and all the time Senator Pickering and the good citizens of Murray County were aiding in every way.

Now we have preserved this property—we have explored it, and the secret of who built this Fort remains unsolved. Some say that



## FORT MOUNTAIN

the "moon-eyed" people, a prehistoric people, occupied this place before the Indians and built this Fort. Others say that DeSoto built it. Others claim that the English built it just before the Revolutionary War. Others think the Cherokee Indians built it.

I have read everything connected with it—I have made diligent research and have collected a lot of data. I am satisfied that it was built during the Spanish reign over this land when the Spanish Capitol was in St. Augustine. It was a known fact that they sent out several hundred men seeking the "yellow metal."

The very mysteries of this fortification are intriguing. . . . If it brings recreation and happiness, it is more lasting than gold.

As yet the final development of the Fort Mountain State Park has not been completed. Such projects take years to reach maturity, and this one has been interrupted by war. But slowly and surely the plans are fulfilled. Mr. Allen is providing in his will that if the state or some organization builds an Indian Relic Museum now or within ten years after his death, his estate will contribute \$10,000 to the building, under certain provisions which are set forth in the will. It is gratifying to know that this fragment of the past, one of the few mysterious landmarks of early America, will remain protected for the generations to come.



## CHAPTER 3

### ARCHAEOLOGY

IT is only natural that this fondness for one of Georgia's archaeological sites should have led Mr. Allen to take up the subject of Georgia archaeology as a whole. He has been a member of the Society for Georgia Archaeology since its inception and has displayed a lively interest in the various projects at Macon, Savannah, and other points, in which the Society has taken part.

In 1935 Mr. Allen made the following radio address on the subject, under the auspices of Agnes Scott College:

The people of Georgia are growing more interested in archaeology. It is both interesting and fashionable. . . . Yes, the people of Georgia and the people who come here to visit and to live are profoundly interested in the early history of this section. Long before Georgia was Georgia and years before Oglethorpe came to Savannah this land now called Georgia belonged to Spain and was ruled from the Spanish Capitol at St. Augustine, Florida.

The first white man to meet the Georgia Indians face to face, nearly four hundred years ago, was Ferdinand DeSoto, with his six hundred soldiers and two hundred thirteen horses—the first white man and the first horses brought to America. They landed at what is now Tampa, Florida, in 1539; marching northward they meandered over more than a thousand miles of the swamps and mountains of this very land now called Georgia. They were looking for gold and planning a Spanish Empire.

Ferdinand DeSoto was the first white man to set foot in Georgia. It was fifty years before Sir Walter Raleigh's Colonists settled in Virginia, seventy-five years before the Mayflower set sail for

## ARCHAEOLOGY

America. DeSoto was here a hundred years before the first Negro slaves were brought into this country at Jamestown.

We have much recorded history of Georgia covering the last two hundred years, but the school child finds very little history about Georgia previous to that time. That is what I am talking about—Archaeology—the study of antiquities, art, architecture and customs of the ancient people of this section. Their history is here in their monuments and their relics. It is the most intriguing history and the most cultured and interesting work. So much is being accomplished through the aid of the Federal Government and our State Forestry and Geological Department and the Smithsonian Institution. Too much credit cannot be given to the Georgia Archaeology Society and its distinguished president, Dr. Charles C. Harrold, of Macon.

Dr. Harrold is going to speak in the Chapel of Agnes Scott College here. I wish all Georgians who are interested in Archaeology could hear this lecture.

Many Georgians do not know that this Georgia land of ours is a museum of history. Before Columbus discovered America—before DeSoto set foot in Georgia—hundreds of years before Oglethorpe came to Savannah, our American Indians and maybe a prehistoric race ahead of the Indians were building mounds and monuments, many of which are covered up and are now being excavated and restored. On the outskirts of Macon are the great Ocmulgee Mounds—there are more than fifty of these great mounds within a mile of each other and the Federal Government is taking over all these fields and developing them. These Ocmulgee Mounds in the middle of Georgia are going to be a great park that will bring hundreds of thousands of tourists to this State during the years to come.

The Etowah Mounds around Cartersville have long attracted the heads of the Smithsonian Institution and the great Archaeologists of this nation. These mounds are being discovered in other parts of Georgia and the land is being taken over by the Government and parks are being established through the work of the Archaeology Society.

We know that Spain, four hundred years ago, established missions all along the coast of Georgia—great buildings, part of five great missions well known in Spanish history, remain standing. Mr. Cator Woolford has recently bought one of these missions and four hundred acres of land and given it to the State of Georgia; this mis-



## IVAN ALLEN: A RESOURCEFUL CITIZEN

sion is being restored, roads are being worked into it and it is destined to become one of the great show places of Georgia.

During this early period, Spain established its capitol at St. Augustine, and while she was building her missions along the coast, she sent out her exploring parties, three or four hundred soldiers and priests, to the mountains of North Georgia, to the Cherokee Nation—to set up the flag of Spain and convert the Indians, but all the time looking for the yellow metal—gold, gold, gold.

They built forts on several points in North Georgia. The largest is a rock wall fort some eight hundred feet long and ten feet at the base on the crest of Fort Mountain in Murray County. Fort Mountain is eight hundred feet higher than Lookout Mountain at Chattanooga. The land on top of this mountain on which the fort stands has been donated as a State Park, and the Government has put in a road to the top of this Mountain. The Fort is to be restored and the land around it developed. This rock wall Fort is the oldest bit of civilization in North Georgia.

More has been accomplished by archaeologists during the past five years than in the previous four hundred in Georgia. The Mission Park out from Brunswick, the great Ocmulgee Mound Fields near Macon, and the Fort Mountain Park in Murray County between Chatsworth and Ellijay,—nothing that Georgia or Georgians could do can attract more favorable and cultured visitors to this State than to develop these great spots of interest.



## CHAPTER 4

### A NEW INDUSTRY

**A**LONG about the turn of the century, according to the trade papers of that time, Ivan Allen down in Atlanta, Georgia, coined the slogan "The Office Outfitters" to describe his new business, The Fielder and Allen Company, which sold typewriters, office furniture, stationery items, and supplied all the varied collateral needs of an office.

It was a new industry. Prior to that date a man opening up a new office had a big job before him. He had no one source of supply that he could turn to, but had to place a dozen different orders with a diversity of dealers, and often was in for a long wait before all his wants were fulfilled. Mr. Allen once used as an advertisement a letter purported to have been written in 1885 about this situation.

ATLANTA, GEORGIA.  
KIMBALL HOUSE,  
SEPTEMBER 13, 1885

REPORT TO HOME OFFICE,  
NEW YORK CITY, N.Y.  
ATTENTION; THE PRESIDENT, THE AUDITOR.

Sirs;

I have established our company in Georgia. Comptroller General Wright, Governor McDaniel and Mayor Hillyear were very cordial. Opened Bank Account with W. M. and R. J. Lowery, Alabama Street Bankers. Secured board at \$40.00 per month here at the Kimball House, a magnificent hotel, the biggest thing in Georgia. There are no office buildings here—I rented 5 office rooms,

## IVAN ALLEN: A RESOURCEFUL CITIZEN

second floor on Whitehall Street, the best business street in Atlanta.

My big problem is getting the offices furnished, 4 weeks and nothing delivered except this beautiful new Remington typewriter. Very few women work in offices down South, however I have secured the services of a very attractive lady, accurate typist, also an artist as you can see from the pen sketch she has made of our temporary office here in the Kimball House.

I ordered a Large Iron Safe from Heinz and Berkele, factory agents—when it arrives thirty days hence it is going to be a job to get it up on the second floor.

There is no stock of fine roll top desks in Atlanta, but Chamberlin-Johnson, Furniture dealers have ordered me 6 fine roll top desks, oak, with 36 pigeon holes and many other compartments for \$72.00 each, which was very little more than the planing mill (Traynham & Ray) offered to make them for.

Traynham & Ray are making according to my drawing, the drop front file boxes, shelving, bank fixtures, also tables—that will cost \$525.00 installed—it will require 30 days longer.

There is a very up-to-date bookstore here, S. P. Richards, at 37 Whitehall Street, very convenient to our offices. They have ordered me 2 Iron Letter Presses and a supply of tissue copying books—they will furnish from stock, blank books, ink, pen points, mucilage, blotters and pins, etc.

I have arranged for printing our forms, reports, blanks, envelopes at the Franklin Printing Co. (State Printers). I am also having some nice letterheads printed without lines for use on our new Remington typewriter.

It will be no trouble to secure men clerks who write legible hands, which I consider the first requisite.

My name is up for membership in the exclusive Capital City Club at Peachtree and Ellis Streets and already I have met socially many cultured people.

Our best policies will be on the big wholesale grocery, dry goods, hardware and whiskey stores and there are plenty of them, carrying big stocks and making money. This part of the south, Atlanta particularly is growing with leaps and bounds.

As above stated, my problem for four weeks has been in collecting my office equipment. I guess I have been to 50 different places. I believe the time will come when New York and maybe Atlanta



J.W. FIELDER, President.

IVAN E. ALLEN, Secy & Treas.



FIELDER & ALLEN BLD. COR. FORSYTH & MARIETTA STS.

CABLE ADDRESS

*"Fialco"*

"ANYTHING FOR ANY OFFICE"

OFFICES:  
NEW YORK  
CHICAGO  
GRAND RAPIDS  
ST. LOUIS

*Fielder & Allen Co.*

"THE OFFICE OUTFITTERS"

OFFICE FURNITURE

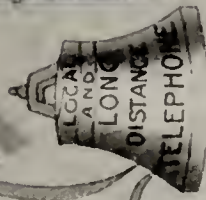
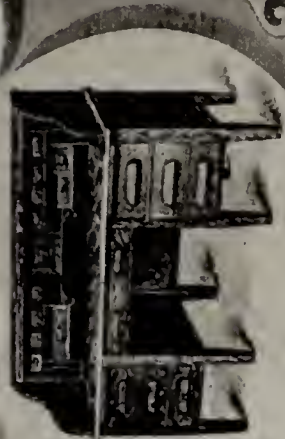
TYPEWRITERS

STATIONERY, BLANK BOOKS,

CHAIRS & SEATING

CHURCH, SCHOOL,

LODGE FURNITURE.



LOCAL  
AND  
LONG  
DISTANCE  
TELEPHONE

262

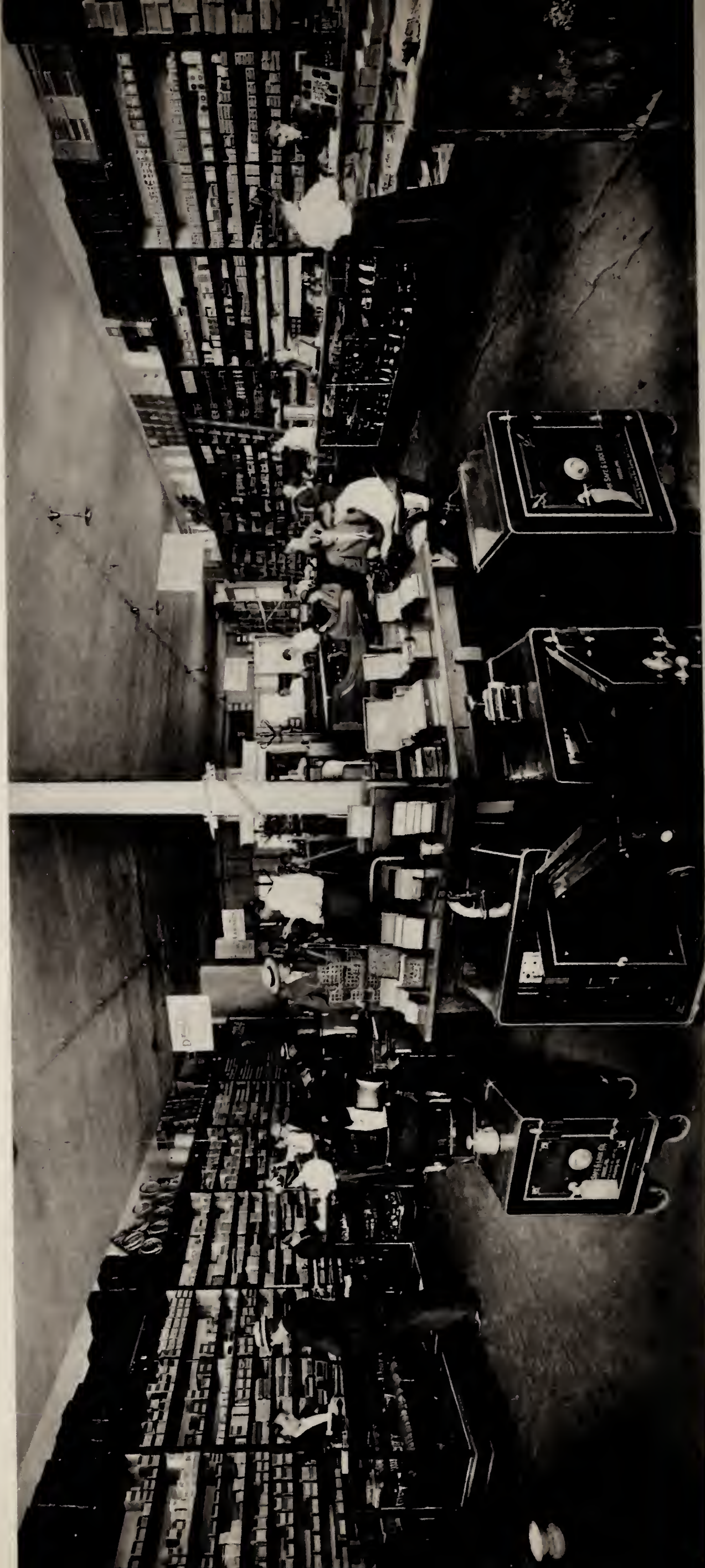
P.O. BOX 454.

*Atlanta, Ga., U.S.A.*

July 6"09.

Reproduction of the heading of an old letterhead used by the firm of Fielder and Allen Company in 1909.





Interior view of the ground floor store of the Fielder and Allen Company on Marietta and Forsyth streets, in 1908.



## A NEW INDUSTRY

will have complete office furnishing stores, the same as house furnishing stores.

When Ivan Allen came to Atlanta as a boy to sell Yost typewriters for the firm of Fielder and Mower, 6 Wall St., Kimball House, these new machines were just beginning to be practical. At first only professional men and court reporters bought them, but little by little business concerns began to use them. The first typewriters were known as "blind writers"—among them being the Yost, the Densmore, Barlock, Remington, Manhattan, Smith-Premier, Hammond, Blickendorfer. Then the "visible writers" came along—the Williams, the Underwood, the Oliver, the Royal, and several foreign makes.

And then came an item which revolutionized office work. The stenographer of 1949 would be horrorstruck at any thought of trying to work without this item. She would think it impossible, so integral a part of office work has it become. But it was first used just a little more than fifty years ago. It is carbon paper. At first it was a thick pencil carbon, coated on both sides. It was gradually improved and thinner paper was used, so that you could make multi-copies on the typewriter or with pencil or stylus pen. Thousands of uses were found for this wonder paper. The old letter-copying book of impression tissue was displaced. Good handwriting, which previously had been a prerequisite to securing a position in a bank or counting house regardless of other qualifications, began to be pushed into the background, because with a typewriter and carbon paper duplicate copies were easily made and record keeping was vastly improved.

But that was just a beginning. Volumes could be written about the changes that the last fifty years have brought about in offices. Even the smallest office today uses hundreds of items that have come into general use in that length of time. Paper clips, hundreds of different kinds and sizes. Mechanical pencils, with every possible color of lead and now with four dif-

ferent colors at once! Fountain pens and the new "inkless" ball points—as far removed from an old-fashioned penstaff as the airplane from the surrey. Staplers and other paper fasteners. And staple removers. Pencil sharpeners. Hand punches. Cellophane tape. Gummed labels and file tabs. A hundred different kinds of ink. A thousand varied art and technical items.

And the office machines. Calculating machines, duplicating machines, addressing machines, bookkeeping machines. Cash registers, check writers and protectors, and coin changers. Dictating machines, envelope sealers, folding machines, and stamp meters. Paper cutters, time recorders, copy holders, and slide rules! Automatic sorters and automatic assemblers. And now the great electric record keeping systems that all but think for themselves.

Most of these office machines were invented for one purpose and through the ingenuity or necessity of the user or inventor were made to serve many purposes. A typical example is the adding machine. As soon as man first began to barter, the need for arithmetic was born. Even at that remote time in history, the calculations involved were considered a tiresome burden, and man began to hunt for some way to ease the pain of mental arithmetic. One of the earliest semi-mechanical figuring devices was the abacus, Roman in origin but closely paralleled by the Chinese swanpan (which is still in use in much of China today, though occidental nations have relegated the abacus to the baby pen as a toy!) Century after century the attempts to produce a mechanical adding machine went on, practically all failures. In the early nineteenth century an Englishman named Charles Babbage persuaded the English government to back him in making a "calculation engine." It was never completed, however, apparently because the inventor wanted to adopt some new principles when the machine was nearly finished and the government declined to spend any more



money on it. But in the last two decades of the century progress was made. Both in the United States and in France machines were patented—really practical ones. After that, improvements and modifications came rapidly. From machines that added only to machines that could subtract was a big step forward. Every year brought some new adaptation—machine multiplication and division were made possible; the split keyboard eliminated the necessity for setting ciphers at the ends of numbers; the self-correcting keyboard made its appearance; symbol printing such as grocery stores now use was introduced. The calculating machine which gives the results without the intermediate steps grew out of the adding machine. The next step was the combination cash register and calculator, a little book-keeping machine in itself. And of course electrical operation brought a tremendous step-up in speed. But it can truthfully be said that the huge machines in today's big offices which calculate, make a permanent record, and file the results away are but the great-great-great-grandchildren of the primitive abacus.

This history is typical of the development of each of the modern office machines, a story of the substitution of brain work for handwork. For every phase of office work which involves repetitive effort or wasted motion, there is now some type of equipment or device designed to reduce the labor and increase the efficiency and accuracy of the work—to relieve the mental drudgery of office routine.

The same striking evolution has taken place in the stationary side of office equipment. Not so long ago a business letter was a major event. The head of the firm dictated a letter to a clerk, who took pen and ink and painstakingly wrote out original and copies in longhand. Impression books relieved some of the tedium of making copies, but it was not until carbon paper appeared on the scene that duplication really became easy. Nowadays a man can dictate a letter into a machine and have

thousands of copies reproduced by one of the mimeograph or lithograph processes inside of an hour. Meanwhile, thousands of envelopes are being mechanically addressed. The finished letter is mechanically folded and inserted into an envelope, the stamp meter puts on the postage, and the whole job is done and in the mail in the space of one working day.

The average working day used to be from sun up to sun down. Modern office machines and methods make it possible for one man to do in eight hours many times the work ten men used to do in twelve hours in the days when it was not uncommon for a clerk to have to hunt all day for a filed letter, when a trial balance was an epic occurrence, and comparison reports were absolutely unheard of. And yet the number of those employed in offices has tremendously increased. Before the invention of the typewriter (the use of this machine marks the beginning of the great change in offices) four out of every thousand of the world's population were in offices. Today that number is fifty out of every thousand.

In his fifty years of business life Ivan Allen has personally witnessed much of this intense and remarkable development in the office appliance and supply industry. In his father's day, for instance, the book was usually a good deal bigger than the bookkeeper. It took two strong men to lift the huge ledgers into place on the trestles, the bookkeeper stood all day to do his work, and he had to rule his own columns. The ledgers grew smaller and less unwieldy, but bound books they remained when Fielder and Allen Company opened for business. Then came the loose-leaf systems and post binders, with a multitude of ready-ruled columnar pads and record forms. Now the latest systems of machine bookkeeping are electrically operated and lack but little of exhibiting reasoning power!

In filing systems and equipment Mr. Allen has seen an equally radical change. The old pasteboard letterbox was superseded by the wooden vertical file which was in turn sup-



planted by steel. Now we have the "visibles," and records copied on microfilm can eliminate the need for giving up valuable space to dead files.

Back in 1900 these changes were just beginning. The office was becoming mechanized and Ivan Allen was the salesman, the agent, the dealer, and the promoter. Through correspondence and personal visits to the great manufacturing plants, he was nearly always the first in Atlanta to introduce a new office appliance. They were crude as compared to today's streamlined models, but they were labor saving. And they were constantly being improved.

The average office of these days was not attractive or even well located. More often than not it was up a stairway in the back of a warehouse or store, roughly partitioned off from the rest of the building, heated by a fireplace or a pot-bellied stove. The bookkeepers stood at their desks, or perched on high, backless stools. The boss had a roll-top desk. The bigger the desk, the higher the roll, the greater the number of pigeon-holes—this was the index to the importance of the boss. Shelves holding stacks of green pasteboard file boxes, an iron safe standing on two-by-fours, an iron stand for the letter-copying book, a generous supply of cuspidors and rickety chairs—these were the office furnishings. The lights—well, they were few and dim at best, and sometimes there were only kerosene lamps.

Mr. Allen recalls only three women (then called ladies) employed in downtown Atlanta as shorthand writers or stenographers when he first began selling typewriters. Schoolteaching was considered the only really "suitable" profession for an educated woman then. How fast the number of women in offices multiplied all over the country! "The coming of women downtown," says Mr. Allen, "changed the whole office routine, revised it and improved it. It separated offices—made general offices, private offices, department offices. Their coming im-

## IVAN ALLEN: A RESOURCEFUL CITIZEN

proved office facilities, shortened hours and regulated them, and gradually brought order and neatness out of the old-fashioned office chaos. But don't forget the office boy! He had a chair and a small table and he indexed the impression books and was in charge of the sanitary department and ran all the errands and carried notes for the boss and knew all the secret hiding places around the office. Most office boys, according to the storybooks, grew up to be presidents of huge insurance companies or railroads. But the telephone put him out of business!"

Most of those newfangled office machines were sold through appointed agencies. Samples of the machines were consigned to the agent and in general all orders were shipped from the factory. If the machines were sold on time, the agent—if he did not have much capital—discounted the notes at the local bank and paid the factory in the East himself. Then as now the factories had to have their money on the barrel-head!

All the time he was selling typewriters in Atlanta (to men like Asa G. Candler, and ex-Governor Northen, and Tom Watson) Ivan Allen was dreaming his dream of a department store of office equipment. The need for such a store was developing all over the nation, and he was among the first to visualize it completely. It was to be not just a bookstore, not just a furniture store, not just a "racket store," as the ten cent chain stores were called in those days. It was not to be a cabinet shop, or a printing shop, or just a typewriter agency. But "The Office Outfitter" was to be a store with enough capital to carry a stock for immediate delivery of all the items needed to equip and operate an office. From pen points to an iron safe. Even then there were four or five thousand items that might be called office equipment or office supplies. He wanted to bring them all together under one store roof, and make that store a rendezvous where clerical workers would come to learn about new things in office supplies and new methods in office management.



Though he was thrifty as he could be, his savings and what money he could borrow from his mother in Dalton did not amount to enough to start a business on his own. He needed a bank loan—or a partner. He went to Mr. Currier, a banker in Atlanta, and applied for a loan to open up a business devoted strictly to office outfitting. After using all his salesmanship, and bearing down hard on the terrific possibilities of such a store, he got “no” for an answer. “This town has good book-stores like Miller’s or Lester’s,” said the banker, “and it’s got plenty of good agents. Most of these things that you are talking about can already be bought or ordered right here. And anyway, if you sold all the office supplies in Atlanta, you wouldn’t make enough money to wad a gun.”

Within a year, though, the firm of Fielder and Mower was dissolved, and Mr. Fielder went in with Mr. Allen to form a new company—and a new type of business—The Fielder and Allen Company. That was in 1900, just at the turn of the century.

Fielder and Allen opened up temporary offices in the Trust Company of Georgia Building (then the Equitable Building) until they could get possession of their new store at 49 Peach-tree Street.

They started in a small way with only one full time employee besides themselves, a young man named Charles M. Marshall. Three years after Fielder and Allen opened its doors, it was incorporated. Business was increasing all the time, as the convenience and efficiency of the new firm became known. The staff and the stock increased, too, and they began to outgrow their quarters. So in 1908 they moved to a new location at 44 Marietta Street. It was the building where Woodrow Wilson had had his law office twenty-five years before. The space he had used was on the second floor. Ivan Allen renovated and restored this room and used it as his private office for the next thirty years.

The year following their move to Marietta Street, Fielder

## IVAN ALLEN: A RESOURCEFUL CITIZEN

and Allen struck hard times. Through the dishonesty of an employee, the firm lost a considerable amount of money. And only a few months later Mr. Fielder was seriously hurt in an accident, an injury from which he never fully recovered.

Realizing that he was not going to be able to take up his former work in the store completely, Mr. Fielder asked his young partner to take over most of the responsibility, reorganize the firm, and rehabilitate the business.

Though young in years, Allen was well experienced in business. Atlanta was growing, and the South was experiencing the first real prosperity it had known in nearly fifty years. The time was propitious. The two young men (Allen and Marshall) put their shoulders to the wheel in earnest—to such good purpose that when Mr. Fielder decided in 1919 that he would entirely withdraw from the business and sell his interest to the younger men, his original investment had increased in value about eight hundred percent.

In 1922 the Fielder and Allen Company changed its name to what it is today—The Ivan Allen—Marshall Company. With Ivan Allen as president and C. M. Marshall as secretary and treasurer, the company continued on its successful way.

Men were beginning to think more about the appearance of their offices, now that so many labor saving machines were making the work less irksome. Perhaps their wives criticized their slovenly offices, or perhaps their secretaries complained about the uncomfortable surroundings. Anyway the boss began to realize that while at home he had comfortable chairs, carpets, draperies, and other fine furnishings, he spent more than a third of his time downtown in a cluttered office, sitting in a squeaky chair. Bank officers were first, but soon executives of railroads, insurance companies, and mercantile houses began to call in architects and design handsome offices that had to have handsome furnishings. So office furniture was made in steel and the finest of woods, not only in modern designs but



in the old period styles—Chippendale, Sheraton, Hepplewhite, and so on. To have beautiful draperies and rugs, leather sofas, and some bric-a-brac became the vogue. America led the way to the finest and most comfortable office furniture and fittings in the world, and the Ivan Allen—Marshall Company was the first to offer it to the South.

Celebrating their silver anniversary in 1925, Ivan Allen—Marshall Company could look back over twenty-five years of steady progress—from four employees to forty-eight, from four hundred customers to twenty times that number, from \$4,000 capital to \$400,000.

The great economic crash in '29 and the early '30's of course hit Ivan Allen—Marshall as it did every other business house in the country. They had to pull in their horns and cut corners, but 1933 found them not only pulling out of the depression without any permanent damage, but also consolidating with themselves the Atlanta Printing and Litho Company, the Baylis Stationery Company, the Southern Blue Print Company, and the Atlanta Blank Book Company. The year was further marked by the acquisition of a new employee, Ivan Allen, Jr.

The first week of January, 1938, brought another great change to the firm. Having outgrown both quarters and location on Marietta Street, they moved to a six-story building at number 29 Pryor Street, where (as they thought then) all their activities could be consolidated under one roof. The building was bought by the Amco Investment Company, which came into being in the middle '30's to handle the business real estate and now operates as a partnership of the two Ivan Allens.

Two years after the move to Pryor Street, Ivan Allen, Sr., decided that he would retire from active business and leave the management of the Ivan Allen—Marshall Company to Mr. Marshall and Ivan Allen, Jr. As Chairman of the Board he would keep in close touch with every move they made, but he

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planned to devote most of his time to his various and sundry civic interests and to handling the business property. But a lot of plans suffered a sudden change in December 1941, Mr. Allen's among them.

When the United States went into World War II, Ivan Allen, Jr., went into the Army and Ivan Allen, Sr., went back into business. Mr. Marshall's health was failing, so consequently most of the work devolved upon Mr. Allen and it was a heavy load.

It may be a little hard for an outsider to see why an office supply company should be overburdened with war work. But as Mr. Allen has often remarked, they supply the "tools of business," and the huge construction projects which the war brought to the Southeast called for enormous quantities of paper work. The Ivan Allen-Marshall Company furnished complete systems for matériel procurement, fiscal records, equipment handling, payroll and production records, all designed to fit the individual needs involved. To Mr. Allen, the unsung hero of the war was the white collar worker. "And where would we have been without him?" he inquires. "Grinding long hours overtime because no one else knew his job . . . trying to keep up his work and at the same time fill out endless reports . . . working and worrying his heart out to help build better weapons and keep production always up. . . . Of course we pay all honor to the armed forces and the war workers. But we salute the white collar worker for his devotion to his job and for the important part he took in earning the victory. And he is the man who in peacetime carried the burden of the bigger income tax and the high cost of living without getting a bigger share in the profits. He is the backbone of the industrial system."

When the war was at last ended, Mr. Marshall retired as president of the firm and on March 1, 1946, Ivan Allen, Jr., was made president.



## A NEW INDUSTRY

Mr. Marshall was made vice-chairman and continued to come to his office as often as possible, though his health was getting steadily worse. His death occurred on April 18, 1948. He and Mr. Allen had been friends and partners for forty-eight years. "There was never so much as the scratch of a pen between us in the way of a contract," says Mr. Allen. "He was a loyal, devoted friend. He had no children of his own and always treated Ivan Jr. like his own son. I guess we must have had ten thousand arguments—but never a disagreement."

Now after nearly fifty years of doing business, the Ivan Allen-Marshall Company has grown to a million dollar status and is one of the ten largest enterprises of its kind in the United States—which is to say in the world, for in England, Europe, and South America the office outfitter is not a part of the national scene. The company has a capital stock of nearly a million dollars, does several million dollars a year in sales, employs over two hundred people, and has over ten thousand charge customers. The plan made in 1938 to keep all the ramifications of the business under one roof turned out to be impossible. In addition to the Pryor Street Building, they have a large warehouse at 972 Marietta Street, and a printing plant on Fair Street. (And besides these, Amco owns two other office buildings; and in 1948 Mr. Allen personally bought the Chamber of Commerce Building which stands on Pryor Street next to the building the Company occupies.)

Ivan Allen-Marshall sells over eleven thousand different articles of merchandise and does a thriving business in blue-printing and photostating, lithographing and printing as well. Their forty-four salesmen have a total of 507 years of experience in the business, 360 years of it with the Ivan Allen-Marshall Company.

Ivan Allen-Marshall Company now has six officers besides the Allens, Senior and Junior—a general manager, Mr. Harry W. Buice; a secretary and treasurer, Mr. W. F. Floyd,

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Jr.; and four vice-presidents, Messrs. James F. Ball, Jr., A. P. Baylis, John H. Carnes, and J. C. Williams. The Board of Directors is made up of these men and Mr. Felix Sharpton, one of the top salesmen, and Mr. Hayden Jones, who has charge of the furniture department. Like the Company's President, they are almost all young men—the average age is under forty. Mr. Allen, Sr., no longer takes any strenuous part in the operation of the business but he is at his office every day, keeping a watchful eye on affairs, always ready when he is asked to give advice gained from fifty years' experience. The young men's methods may be different from his, but he maintains that they are doing a better job than he did.

Ivan Allen-Marshall Company has kept pace with the progressive development of the South, and has grown with the city of Atlanta. "But," says Mr. Allen somewhat ruefully, "if Atlanta gets too much bigger that very growth is going to affect our business! An office outfitter needs a medium-sized city. In the little towns there's not enough business, and in the big cities the factories have their own branch offices and do their selling direct. The largest and most successful office outfitters in this country are out on the Pacific Coast and in the great Northwest, a thousand miles from the factory source of supply."

But that day—if it ever comes—is in the distant future. To-day Mr. Allen can be justly proud of the business that once existed only in his mind's eye, and that under his guidance has grown through forty-nine years to a billion dollar industry.

Just recently, the editor of one of the trade journals wrote to him: "You have a wonderful organization, and have succeeded admirably in instilling into the younger men the same spirit of constructive enterprise which helped you to make stationery industry history."



## CHAPTER 5

# THE NATIONAL STATIONERS ASSOCIATION

THE stationers trade is one of the oldest in the world, and in the United States it is just about as old as the nation is. A stationer's shop was usually among the first stores established in a new settlement. The stationer was generally an educated man, and for a fee he would write letters for those who could not write themselves. As the towns grew, the stationers increased the amount and variety of their wares. It is a far cry from one of those early little shops selling quill pens, inkhorns, sanding bottles, and paper to an establishment like the Ivan Allen-Marshall Company, but no more so than from the village blacksmith shop to U.S. Steel.

The first record of any formal organization among stationers in this country is the formation of the Stationers Board of Trade of New York in 1875. It was not until thirteen years later, in 1888, that a second such group was organized, in Boston. These early groups were in a large measure devoted to social purposes, to combatting local abuses, and to a kind of credit reporting.

About 1900 *The American Stationer* began to promulgate the idea of a national association of stationers. The aim was a breakdown of isolation in trade through convention meetings—"If any man so fears giving away the secrets of his business that he refuses to attend, then his business methods must be either very near the surface of his mind or else of such nature

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that they will not bear the light." Mr. L. E. Barnes, Secretary of the Chicago Stationers Association, was especially active in promoting the national idea. Finally, in 1904, a convention was called to meet in Chicago during the first week of October. Mr. Fletcher Gibbs, of Chicago, was elected first president of the association which was formed at that convention and chartered in that year. Its purpose, according to its charter, was "To create and foster a permanent feeling of friendship and fraternity between the manufacturers and dealers in stationers goods throughout the United States; to promote friendliness of spirit between competitors; to prevent trade antagonisms; and through united action promoted by good fellowship and mutual respect to strive for aims and purposes which may be for the mutual advantages of its members." An ambitious program indeed!

During the next year Mr. Gibbs travelled over a considerable territory in the interests of the infant Association; and by the time the first Annual Convention met at St. Louis in October 1905 the membership report showed fifteen local associations affiliated with the national association. In addition there were 55 individual memberships representing manufacturers and the like. The treasurer reported receipts of \$771.80 for the year, with disbursements of \$523.71. No more striking illustration of the tremendous growth of the N.S.A. during its lifetime can be found than the fact that in 1948 the membership was approximately 2000, income \$180,000, and disbursements \$155,000.

Growth was slow but gradually the Association began to make itself known. For many years, however, membership was extremely spotty, and concentrated mostly in the East. At first all convention sessions were held only in the early evenings, to allow the delegates plenty of free time to enjoy themselves thoroughly. Little by little more business found its way into convention programs, and daytime sessions became the rule. Travelling men in the trade were invited to member-



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ship; publication of a yearbook was initiated; an Executive Committee was formed to assist the officers in handling the work. In those early days the main subjects on the agenda were prices, standardization of sizes, inventory methods, and similar problems of stock.

By 1910 the non-convention work of the Association had increased to such a degree that a permanent secretary became essential. Mortimer W. Byers of New York—since made a Federal Judge—was selected.

In 1912 the Association joined the United States Chamber of Commerce, which had just been formed.

In 1914 the Annual Convention was held in Philadelphia. Ivan Allen attended for the first time (he was President of the Atlanta Stationers Club), and he was named auditor for the ensuing year.

In 1915 Mr. Allen, at the Convention in San Francisco, was made a member of the Board of Directors. That year he submitted to the national membership a plan for a standardized charge and billing system particularly adapted for the trade, which was widely adopted throughout the country. It was his first contribution to the industry of really national significance.

In 1916 Atlanta was the scene of the National Convention. As a member of the Convention Executive Committee, Ivan Allen had a great deal to do with making the meeting an outstanding success.

In 1917 the *National Association News* was first published.

The permanent set-up of the Association was reorganized in 1918, and a general manager was employed. The man chosen was Mr. Fletcher Gibbs, who had been the Association's first president.

In 1921 the practice of holding separate conferences at the convention for retailers, wholesalers, and manufacturers was inaugurated.

In 1923, at the Des Moines Convention, the name of the

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organization was changed from the National Association of Stationers and Manufacturers to the National Association of Stationers, Office Outfitters, and Manufacturers. It was due chiefly to Mr. Allen's influence that the words "Office Outfitters" were incorporated into the name. Among other important events of the year were the adoption of a code of ethics, of Standards of Fair Practice, and the report on the *cost of doing business* which was prepared and presented by Ivan Allen. This statistical report was the first of its kind for the industry, and since then they have come to be standard operating procedure. AND—Ivan Allen was elected President of the N.A.S.O.O.M.

At the Cincinnati Convention in 1924, the regional plan of organization, known as the Allen plan, was put into operation. A disturbing note was the news that the Federal Trade Commission had preferred charges of unfair competition in fixing prices against the Association under the Sherman Act.

In June 1925 the Association sent its first official representative to the Annual Meeting of the Stationers Association of the United Kingdom. This official representative was Ivan Allen. His visit was returned by Mr. A. E. Owen-Jones, editor of the *British Stationer*, who came to the Grand Rapids convention in October.

In 1928 the charges against the Association were finally dropped, after long and expensive litigation. Mr. Gibbs retired as General Manager and was replaced by Mr. Charles P. Garvin. Feeling that the name of the Association was too long for modern convenience, Mr. Allen started a movement to shorten it. Consequently the name was changed to what it is today—The National Stationers Association. In the same year Allen was a prime mover in changing the location of the General Office from Chicago to its present location in Washington, D.C.

Nineteen twenty-nine marked the silver anniversary of the





## STANDARDS OF FAIR PRACTICE

**F**air and honorable practices should prevail in the stationery and office outfitting industry to the end that our dealings with one another and with the world at large may contribute to the welfare of our Nation.

### WE HOLD THE FOLLOWING TO BE ACCEPTABLE

**FIRST**—We owe it to ourselves to conduct our several endeavors upon a high plane of individual honor.

**SECOND**—We shall respect one another's word.

**THIRD**—We shall not accept a statement reflecting upon the good faith of another member unless it be established by convincing proof.

**FOURTH**—We shall not resort to litigation against one another until friendly adjustment through the agency of the Association shall have proven to be impossible.

**FIFTH**—We shall not speak disparagingly of a competitor, his products or his methods.

**SIXTH**—We shall render to our customers the high quality of service that we require from others.

**SEVENTH**—We shall respect our customers but not permit them to dictate our business policy, neither shall we regard them as infallible sources of information concerning our competitors, or the sources of our own supplies.

**EIGHTH**—We shall not purchase the trade of our customers by any form of bribery.

**NINTH**—We shall endeavor to approach a decision upon all questions affecting the industry as a whole, in a broad and unselfish spirit.

**TENTH**—We shall constantly study our individual costs, and we hold it to be fundamental that every American citizen owes it to the community to conduct his business so as to yield a fair margin of profit. Selling below what it costs to make the sale destroys the good name of the product, the good will of the seller's business and the respect of the buyer.

**ELEVENTH**—Price discriminations in favor of certain retail dealers, whereby they are enabled unfairly to compete with other retail dealers, are morally as well as legally wrong, and we condemn them as unfair.

**TWELFTH**—The imitation of another's product, or lines of merchandise, by adopting similar or the same name, color, number, arrangement, design or other distinguishing feature, is wrong, and if established, should lead to suspension or expulsion from this Association.

**THIRTEENTH**—The cash discount, where allowed, is an essential form of every contract of sale, and should be strictly and honorably adhered to. Violations should be treated as a breach of contract.

**FOURTEENTH**—Dealers are in good faith bound not to return merchandise to a manufacturer without just cause and the consent of the manufacturer.

**FIFTEENTH**—A retail dealer is one who carries a stock of merchandise to sell to the consumer.

**SIXTEENTH**—A wholesale dealer or jobber is one who carries a stock of merchandise to sell to a retail dealer or other distributor for resale.

**SEVENTEENTH**—A manufacturer is one who fabricates a finished product for sale to a distributor or to the consumer.

**EIGHTEENTH**—A consumer is one who destroys the exchangeable value of a commodity by using it.

We undertake to adhere to the foregoing principles and, by our influence and examples, to make them vital forces in our chosen field of endeavor.

DONE IN ANNUAL CONVENTION  
THIS 11TH DAY OF OCTOBER, 1923





27-31 Pryor St., N.E., home of the Ivan Allen-Marshall Company since 1938. The Chamber of Commerce building, on the corner, was bought by Ivan Allen in 1948.



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N.S.A. The convention was held at Montreal, Canada, and was attended by both English and Canadian representatives, as well as an unusually large number of the American members. In this year Mr. Charles M. Marshall, of the Ivan Allen-Marshall Company, was the national president. It is not every firm which has the distinction of furnishing two presidents of the National Association within a decade. Mr. Marshall introduced to the industry a plan he had worked out—the first simple, entirely workable stock control plan ever devised. It was so good that it was almost universally adopted in the trade, and was also taken up by the U.S. Department of Commerce, which issued a pamphlet outlining it and describing its operation in detail. This stock control plan is now in use all over the United States, not among stationers and office outfitters alone but also in many other industries.

In 1930 the N.S.A. was officially divided into three membership groups—Wholesalers, Retailers, and Manufacturers. Each group holds individual conferences at the annual convention and they meet together only on subjects pertaining to the industry as a whole.

In 1934 the main concern of the N.S.A. was drawing up a code of operation under the N.R.A. Mr. Allen wrote a number of articles on the subject for different trade journals and a number of his ideas were incorporated into the code which was ultimately adopted. Another event of this year was the formation of the "Breakfast Club."

Today the N.S.A. is one of the largest trade associations in America. Its conventions have grown so huge that only one hotel in one city in the United States is able to accommodate them—the Stevens Hotel at Chicago. Since the death of Mr. Garvin in 1947, Mr. Paul Burbank has ably served as general manager. He is assisted by Miss Rose Cushman, who edits the official publication, *The National Stationer*.

The interests and accomplishments of the National Sta-

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tioners Association are multifarious, representing all phases of what has come to be a billion dollar business—an industry which supplies some of the most basic tools of all other industries.

### *Presidency*

“In 1923, at the Des Moines Convention . . . Ivan Allen was elected President of the N.A.S.O.O.M.”

It was the first time that a Southerner had been so honored. From the outset it was apparent that Ivan Allen had the “punch,” the vision, and the practical ideas to make a good national president.

It would be a sad commentary [said one of the trade papers], if the Association did not have several men of Presidential calibre in its ranks, but . . . we strongly approve the choice of Ivan Allen of Atlanta. He is a conspicuous example of the leaders of this Association, he is established as one of the most successful stationers in the country, he has accumulated ample experience along administrative lines and in counsel with earlier national officers and . . . has given freely the benefit of his knowledge and personal initiative.

An outstanding opinion of Mr. Allen is that no stationer should be elected to the Presidency who needs the Association for selfish or business purposes. He fills the accepted requirements further by being a stationer who has made a success of his own business. . . . The president of the Association should have organizing ability and be willing to give of his time freely, and Mr. Allen qualifies on those points. Furthermore, he has some excellent ideas which if put into effect should contribute materially toward upbuilding of the National body.

We are in complete accord with his contention that something must be done to win many more members, and we have also advocated the opinion held by him that the cost of operating the Association is much too high for the benefits which its management gives to the membership. Mr. Allen contends that a thousand new members could be added—small stationers. He visualizes an Association growing larger each year and says that some way must be found for furnishing a constant service contact with the member-



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ship. He has a plan for Regional operation, using the same boundaries as the Federal Reserve Banks, with an outstanding leader in each district as Governor. . . . In other words Mr. Allen is the type of enthusiastic and unselfish member who would rather see the National Association through to a greatly enlarged and satisfied membership than to be the titular head of the Association. He is convinced that the plan of Governors and Districts will make for more efficient administration, enlarge the individual membership, encourage organization of more local clubs, promote more cordial relationship between local bodies and National headquarters, standardize the ethics and practices of the National Association, furnish a clearing house for information from communities to broader benefit, and promote a spirit of fraternity and unity of interest among stationers and manufacturers everywhere not possible by present methods.

It was mainly on this platform of a regional organization that Mr. Allen was elected, although there had been a considerable element of opposition to his plan among the membership. There was a feeling that such an organization would militate against interest in the National Convention and cause a lack of unified purpose. As it turned out, this view was entirely mistaken, for it is now the general consensus of opinion that the Regional plan has done more than any other one thing to build up interest in the National Association and has been the main factor in increasing membership and participation. The country is divided into twelve districts approximating the Federal Reserve system divisions; in planning these regions, Mr. Allen and Mr. Fred Seymour, of Chicago, who worked closely with him, gave weight to such considerations as the direction of the flow of trade, and population trends, instead of making hard and fast boundaries based solely on geographical location. This basis for division has proved its worth many times over in the years the regional plan has been in operation. Each district has its own governor, who also serves as a member of the National Board of Governors; and each district holds a convention sometime during

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the summer months, thus getting all local business out of the way before the National Convention meets in the fall.

For some men a reorganization of these proportions might have seemed enough to take on during one administration. But Ivan Allen had other ideas. He instituted the National Index, a catalog covering the whole field of articles sold through the stationery trade. It also included a list of leading manufacturers, various statistical tables, and a Who's Who of the trade. Manufacturers sent their price lists, printed on a special type sheet, to the General Office of the N.S.A. These sheets, assembled in a ring binder, were then sent out to the dealers and distributors. As it was a loose leaf volume it was easy to handle additions and price changes and keep it up to date. Its legality depended upon the fact that it was un-uniform, and it was approved by the Federal Trade Commission. Publication of the National Index was one of the most progressive undertakings of the N.S.A.; and it was with profound regret and over many protests that it was eventually discontinued because of increasing expense.

In introducing another innovation, Mr. Allen showed himself to be years ahead of his time. Nowadays "visual education" is a common phrase and it is not at all unusual for a large concern to have a film made of its processes and operations for use in orienting new employees, in sales work, or in advertising. But in 1923 even movies for pleasure were not taken for granted. So Mr. Allen's suggestion of making films to show the various manufacturing processes and facilities connected with the stationer's industry was really advanced thinking. He followed through on the idea and a number of films ("The Making and Selling of an Office Chair" and "Pencils" were the best ones) were made and shown most advantageously in all sections of the United States.

More than half the time during the year he was president, Mr. Allen was on the road on National Association business, attending local stationers meetings and manufacturers con-



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ventions, everywhere spreading the gospel of the National Association and urging affiliation with it. Only a week or so after his election he set out on his first trip, which took him from Atlanta to Springfield, Massachusetts, with stops in Richmond, New York, Albany, and Boston. No sooner had he returned from that expedition than down he went to Tampa to a Southern Division meeting. Then in the Spring, having made several other journeys in the interim, he departed to visit the western part of the United States—a section of the country which had hitherto received little attention from the National Association. Membership was weakest there, and Allen was determined to build it up. Mrs. Allen and Ivan, Jr. went with him on this trip of several weeks' duration. After a stop in Chicago at the General Office, they went to Spokane and Seattle, Washington; up to Vancouver, British Columbia, for a short call on the Canadian Stationers Association; then back to Tacoma in Washington and on to Portland, Oregon. San Francisco was the next stop, followed by Los Angeles, and finally back to Atlanta by way of Denver, Colorado. Everywhere he went Mr. Allen tried to build up pride in the industry and to encourage high standards.

Our business has taken a little from the newsdealer [he told his audiences], a little from the furniture dealer, a little from the old-fashioned printer and the paper dealer, and combined them into a merchandise business in which the business man can purchase office furniture of the most improved sort, have his advertising prepared, and procure every small essential of a well-equipped store.

This growth has been sound, gradual, and it meets a demand which will continue. That is why the stationery and paper business is permanent, and that is why we should endeavor to raise its standards, to bring it to the highest plane of efficiency, courtesy, and service.

In the course of twelve months he visited 32 states and he has forgotten how many cities. And everywhere he went he got new members for the National Association.

When the 19th Annual Convention opened in October

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1924, there were over 800 delegates, with trade in every section of the country represented. Many had driven to Cincinnati in their own cars, a thing to be proud of indeed in those days.

In his address at the opening of the proceedings, Mr. Allen paid tribute to "those forward-looking stationers and manufacturers who gathered in Chicago in 1904 and blew the breath of business life into hundreds of scattered shopkeepers, and elevated them to the level of real merchants of a great industry, the first cog in the wheel of commerce." He called attention to the fact that "This was one of the first trade associations, if not the first, in which dealers, manufacturers, wholesalers, and travelling representatives became grouped together to uplift the standards and ethics of the business rather than to regulate prices, forming a clearing house with an exchange of experience that is educational to the merchants, manufacturers, and their employees, and bringing to the consuming public a better service, a better quality, and variety of merchandise."

Everybody agreed that Ivan Allen had accomplished results nobody had thought possible. As a sign of their appreciation and esteem, the members of the N.S.A. gave him some extremely handsome silver service plates and a silver pitcher. These were presented to Mr. Allen at the last meeting of the 19th Convention by Mortimer Byers, with these remarks:

The invitation is to tell you what your associates think of you as a president. Well, they think your most conspicuous trait is the quality of efficiency. You are not only a fast worker, but a successful one. Take, for instance, the manner in which you have subsidized the trade papers into publishing as your presidential portrait, a picture that obviously was taken on the day that you wore your first suit of long trousers! Now that is something that no other president within my extensive knowledge has ever been able to get away with. We understand and sympathize with the motive that you were tired of being taken for Mrs. Allen's father—which is fair



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enough—but it's the eight-cylinder audacity which has enabled you to muzzle the Art Department Editors of each of the trade papers that has created the envy to which I refer.

That's the quality, Mr. President, that your friends expect will convey you by easy stages to the governorship of Georgia. And when you get there, Charlie Garvin, like the modest soul that he is—has asked me to put in a good word for him in connection with the small matter of an appointment to the governor's staff. It won't be such a small matter for Charlie, though, because he has secured an option on Charlie Mitchell's uniform as colonel in the Kansas Air service—get that, please—air service. He had to bid against Ed Sell, who wanted the same scenery to send to his brothers who run the circus and needed a new tent.

Which brings us back to what Fred Seymour said to me when he gave me my contract for this appearance as what we call in these parts an added starter. He not only gave me the contract, but was kind enough to make it possible for me to be here. He said that you had made some kind of crack in your speech yesterday about the work which had been done during the past year by your cabinet. You didn't use that term—you said your what-not. Well, anyhow, Fred seemed to think you hadn't laid it on quite thick enough so asked me, an unofficial observer, to kindly play up the rest of the sketch so that they can ask for an increase of salary next year. We were getting along fine, when Charlie Mitchell nearly crabbed the act this morning by referring to himself as the pitcher for the coming year!

Now we turned that difficulty nicely by figuring that you had been a most successful one during the present season. It's a little difficult to symbolize the situation much further, because this pitcher is empty—and yet if it were full the task would be still more difficult.

These handsome assistants were drilled by one of the most expert chorus trainers at Cincinnati's far-famed zoo. They each bear, Mr. President—a plate, a service plate.

Service is a greatly overworked word these days, but on occasion it signifies something which no other word describes. The service which you have rendered to your fellow workers in this vineyard has placed them under a lasting debt to you and it is that debt which they would now confess.

The plates are sterling. And so, Mr. President, do your colleagues

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appraise the service which you have rendered—so generously, so earnestly.

In asking you to accept these little gifts at their hands, your friends in the association—and there are no others—bespeak for you and Mrs. Allen long continued years of health and happiness in which to inspire in those who know you those kindly sentiments which I have but poorly and awkwardly expressed.

### *London Trip*

“In 1925 the Association sent its first official representative to the annual meeting of the Stationers Association of the United Kingdom.” Ivan Allen was honored by being chosen as this first official representative, to visit the British Stationers Association for the purpose of affiliating the two organizations.

Taking Mrs. Allen and Ivan, Jr., with him, Mr. Allen sailed from New York in time to attend the meetings of the Stationers Association of the United Kingdom, which includes every country in the British Empire. The meetings were held in London on May 29 and 30, 1925, in the historic hall belonging to the Worshipful Company of Stationers, this being the name of the London stationers organization. The Worshipful Company is one of the oldest of the trade guilds. It is now (1949) in its five hundred and forty-sixth year of organization, and in all probability it existed for nearly two centuries before it was chartered.

Mr. Allen's address to the British Stationers was termed by the London press “impressive, sincere, and eloquent.”

I am profoundly appreciative of the hospitality that I have received at the hands of this great Association of Stationers of the United Kingdom. It is an honor to come to you from those several thousand outstanding Stationers, Wholesale and Retail, and Manufacturers, too, that make up the membership of our American National Association.

Your Mr. Percy Barringer and other outstanding men of this



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Association have honored us by attending our National Convention meetings in the United States.

That I am permitted to return these friendly calls under such delightful circumstances on this beautiful occasion fills me with inexpressible joy. May I hope that in the years to come there will never be any important annual meeting of either of these two great English speaking Associations on either side of the pond that will not be attended by one or more official representatives of the other Association.

The Stationery Industry is done largely on credit. Therefore, it can be neither crooked nor selfish. Credit is nothing more or less than confidence that man will keep his word. The foundation of the English speaking life today is confidence, and I know of no other industry in which a man's word is so highly regarded as in the Stationery world.

Many years ago, trade in our industry was done at fairs, in tented shops surrounded by a fence, with guards at the gate. Those were the days of "Caveat Emptor," the buyer beware. The buyer came and felt the merchandise and held it in his hand, while the seller examined the money to see that it was good.

Hundreds of years have passed. The customer learned to buy from a sample and the merchant allowed him to pay on delivery. As each gained confidence in the other, orders were taken by salesmen without samples, on description, and terms were given as agreed upon. Today billions and billions of merchandise is bought and sold on the written word and paid for with scraps of paper, on banks across the ocean.

I say the stationery business is one of *confidence*, and *credit* helps to keep it straight.

We shall do for this industry what your Mr. Churchill and others have done for the financial world.

We have no right to believe that the world has reached an ideal state of equilibrium in production, purchasing power, or price adjustment, but a decided change for the better is taking place, and fundamental conditions have improved.

In our country, each year, we are looking more and more toward the "one man" government, to the President of the United States, rather than to Congress, for business prosperity.

That prosperity is no more nor less than a free exchange of goods plus service, plus a reasonable profit, which enables all to use the

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purchasing power of their own labor in paying for the products and service of others.

No civilized society serves itself by organized exchange and no group can market its products or supply its needs unless other groups are doing the same thing.

The business man of today can and does do more and better work in two hours time than his predecessor of fifty years ago could do in twelve hours. Not because he is a bigger or better man, but because, through our industry, he has procured more and better tools with which to work.

So the utilities of our industry have shortened the busy business man's working day from twelve hours to two, or increased his efficiency 500%. Our labor saving office devices have done for the brain worker equally as much as the time and labor savings machines have done for the laboring world.

I am proud of the Stationery Industry, proud of its early history in London, proud of its advancement, proud that it has kept pace with the progress of civilized nations.

It would be impossible to trace a true history of the evolution of the Stationery Industry without writing a romance of the world's progress—in literature, art and music—in science, invention, finance and transportation—for the Stationer has ever furnished the "Brain Tools," the utilities of the intellectual world.

We have kept pace with the world's development. Yes, often a few paces ahead, remembering those stationers, those early book dealers in Bibles and prints, quills and vellums, and later, from printed books to blank books to loose leaf books; from quills to steel pens to fountain pens; from carbon paper to typewriters to duplicating machines.

How much have the world's wars and the world's peace been facilitated by the use of labor saving office devices?

We of the industry in the United States watch with keen interest and with a desire to emulate the splendid accomplishments of this great British Association.

I come to you with the unanimous good wishes of the members of the National Association that I have the honor to represent, and I assure you of our desire for a closer relationship, and a closer relationship than ever now exists between us. Our problems, many are the same. Our object—to elevate and prosper the stationer—is certainly the same. Your comradeship we enjoy. Let's have more cooperation! Let's have more association of the Associations!



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Mr. Allen's speech was well received, and he and his family were widely wined and dined, both officially and unofficially, by members of the British Association and by other individuals and groups, among them the British Rotary. At one of these entertainments—a luncheon given by the London Stationers—young Ivan Allen, Jr. (then about fourteen years old) made his first public address, impromptu. Upon being called on by Mr. Barringer for a few words, he rose with perfect self-possession: "I'd just like to say this. You're all such a fine bunch of gentlemen that you make me right proud my father is a stationer."

When the Allens left England to go on to stationers meetings in Italy and to visit other European countries, Mr. Barringer wrote to Mr. Gibbs:

Mr. Ivan Allen and family have just left us for the Continent and I cannot let a moment go by before telling you how deeply we all appreciated their visit. We just loved them all, and my wife and I have had one of the happiest times of our lives in showing them round, and feel very grateful that they were able to spare so much of their necessarily limited time.

Mr. Allen's appearance at our business meetings and at a special luncheon that the Council gave him on Friday, will have a result that is beyond description. All our members took him to their hearts at once, and I think that he was equally gratified. He made us a fine speech, and I even got Ivan, Jr., to say a few words. I thought it would be a fitting memory for him in after years that his first public utterances should be made on British soil. It is impossible to convey to you in mere language the sheer delight that their visit has been.

When Mr. Allen returned to the United States he brought with him the goodwill of British and European stationers, and he brought also a good many ideas and tips for the trade that he had picked up abroad. Among them was a design for a trademark for the N.S.A. The quill in the ink bottle insignia which the Association uses now is an adaptation of the London

sign which Ivan Allen suggested when he came back in 1925.

Reporting on his trip, the trade papers commented: "His speech to the British Stationers was a masterpiece. His appeal for more comradeship, more friendliness and cooperation, will be a real benefit to the industry. The high honor of being chosen for this convention is but another page in the enviable book of his achievements."

### *Breakfast Club*

"Another event of this year (1934) was the formation of the Breakfast Club."

The Breakfast Club grew out of a birthday party that Ivan Allen had in 1934. For a long time he had been thinking that a great deal of benefit could be derived from an informal interchange of facts and views among some of the nation's leading stationers. He mulled over the idea and finally came up with a plan. He sent out an invitation to a selected group, asking them to come to Atlanta as his guests to attend a delayed birthday party that Mrs. Allen was giving for him. The letter read:

On Monday Evening, November 5th, Mrs. Allen is giving me a Birthday Dinner again in celebration of my 50th Annual Birthday at our residence, 2600 Peachtree Road.

Mrs. Allen has asked that I write and invite you and a number of out of town stationer friends.

Though it may be presumptuous to expect you to travel such a distance for such a trivial event, nevertheless we do expect you and hope no other engagement will prevent you arriving in Atlanta, Sunday, November 4th.

I am reserving a room for you at the Biltmore Hotel and will meet your train on arrival.

Anxiously awaiting your acceptance, I am, with best wishes, your friend.

One or two of his closest friends in the industry worked with him on the plan, writing to each invitee to explain more



## THE NATIONAL STATIONERS ASSOCIATION

fully the real purpose of the party. The list of guests was carefully planned to represent every section of the country. Those asked to this original meeting were:

J. Ogden Pierson	Dameron-Pierson Co.	New Orleans, La.
Woodson Waddy	Everett-Waddy Co.	Richmond, Va.
A. J. Walker	Farnham Stationery Co.	Minneapolis, Minn.
E. C. Wilson	Wilson Stat. & Ptg. Co.	Houston, Texas
W. Neill Stewart	Stewart Office Supply Co.	Dallas, Texas
Charles Howell	T. H. Payne Co.	Chattanooga, Tenn.
Charles Garvin	Nat'l Stationers Assn.	Washington, D.C.
L. B. Clegg	The Clegg Co.	San Antonio, Texas
Charles Thom	Gregory, Mayer & Thom	Detroit, Mich.
Fred Seymour	Horder's, Inc.	Chicago, Ill.
Chas. A. Stott	C. G. Stott & Co.	Washington, D.C.
Harry E. Bellamy	Kendrick-Bellamy Co.	Denver, Colorado
Gus Pound	Pound & Moore Co.	Charlotte, N.C.
Waldo H. Rice	Ward Mfg. Co.	Boston, Mass.
O. Drew	H. & W. B. Drew	Jacksonville, Fla.
Jas. S. Ball	Kilham Stat. & Ptg. Co.	Portland, Oregon
Harry A. Morgan	Stationers Corp.	Los Angeles, Calif.
Wm. H. Brooks, Jr.	W. F. Murphy Sons Co.	Philadelphia, Pa.
Chas. M. Marshall	Ivan Allen-Marshall Co.	Atlanta, Ga.
Ivan Allen	Ivan Allen-Marshall Co.	Atlanta, Ga.

Fourteen of the twenty were able to come. They arrived in Atlanta on November 4, 1934, and found the following schedule laid out for them:

IVAN ALLEN: A RESOURCEFUL CITIZEN

ATLANTA, GEORGIA

*Biltmore Hotel*

November 4th—Sunday Arrival of Guests  
November 5th—Monday Morning Biltmore Hotel  
One minute formal speeches on the subject of: Taxes, Cost of  
Living, Economy, Selling, Salesmen, Delivery, Advertising, Dis-  
play, Liquor, Bridge, and the League of Nations.

. . . . .

One hour informal conversation on Codes.  
Two hours informal conversation on Buying.  
Three hours informal conversation on Prices.  
“Saying the things we have wanted  
to say for a long time.”  
Lunch

. . . . .

Afternoon—Golf at Brookhaven Country Club.  
Evening—50th Birthday Dinner—2600 Peachtree Road.

. . . . .

November 6th—Tuesday Morning Biltmore Hotel  
Unfinished conversations carried over from Monday.  
Tuesday Afternoon—Golf at Brookhaven Country Club  
Tuesday Evening—Golf Dinner at Chas. M. Marshall's  
Residence on Brookhaven Drive.

“Confidential”

“Aside from the ‘Birthday Dinner’ this is a ‘Huddle,’ not a Meet-  
ing, Conference, or Convention—no records—no resolutions—no  
speeches.”

Just as Mr. Allen had hoped, the “Party” turned out to be  
a great success.

Realizing that it would not be practical to hold meetings of  
the “party” type every year, the group formed the Breakfast  
Club, which always meets on the day before the Annual Con-  
vention of the N.S.A. gets under way. Other members have  
joined the Club besides those who attended the Allen birth-  
day party—all of them are successful large dealers and they  
are so far separated in territory that competition does not



enter into question. Consequently the exchange of ideas and statistics is not inhibited by this consideration.

The Breakfast Club has no connection with the National Association other than that all its members are also members of the N.S.A. It has no expenses, no dues or organization, except a chairman who is currently Mr. Morris E. Hansell II of New Orleans. The group make no decisions, pass no resolutions, and make no recommendations to the National Association. They do submit facts and figures and business views which are presented to the National Association members, who can then take them or leave them as they choose.

Mr. Allen finds his association with the Breakfast Club immensely rewarding and stimulating and always looks forward to its annual meeting.

There are several things in connection with the stationers business of which Mr. Allen is very proud, justly so. The first of these is the one that happened last—his son, Ivan Allen, Jr., never had any other idea than to carry on his father's business and prepared himself for it in his education. He is now making a brilliant success in the Ivan Allen-Marshall Company.

Other accomplishments that Mr. Allen dwells on with pride are:

The fact that Ivan Allen-Marshall Company furnished two National presidents—Mr. Marshall and himself.

Mr. Marshall's stock control plan—still the most widely used of such plans.

His standard accounting forms and cost of doing business forms, still in use today, with improvements.

His quintuplet charge and billing system—where the invoice, the charge, the delivery ticket, the statistical records, and the salesman's slip are all made in one operation.

The Allen Regional Plan—the reorganization of the National Stationers Association.

The trademark of the N.S.A.—the quill in the ink bottle,

## IVAN ALLEN: A RESOURCEFUL CITIZEN

adapted from the ancient insignia of London stationers by Mr. Allen.

Mr. Allen has only one regret about the National Stationers Association. This is the discontinuance of the National Index. And he hopes to live to see this revived. He believes that it could be the Association's greatest service to the membership, and its greatest asset.

Although Mr. Allen is no longer actively concerned in the stationers trade, he remains an active member of the National Stationers Association and continues to give the organization the benefit of his experience through his service on its Executive Council.

And as this book goes to press, another honor has just been added to Mr. Allen's already impressive list, by the National Stationers Association. At the annual convention in Chicago this year (1949) he was made an honorary member for life. This honorary membership is awarded only to those stationers whose record of achievement in the industry and the Association is outstanding, and the list of such members is not long. After half a century of working to improve and promote his chosen field, it is entirely fitting that Mr. Allen should have received this recognition.

### PRESIDENTS OF THE NATIONAL STATIONERS ASSOCIATION

Fletcher B. Gibbs	Chicago, Illinois	1904-1905
John A. Schlener	Philadelphia, Pennsylvania	1905-1906
Charles H. Mann	Philadelphia, Pennsylvania	1906-1907
William J. Kennedy	St. Louis, Missouri	1907-1908
Theodore L. C. Gerry	New York City	1908-1909
Frank W. Bailey	Boston, Massachusetts	1909-1910
Charles E. Falconer	Baltimore, Maryland	1910-1911
Millington Lockwood	Buffalo, New York	1911-1912
Robert D. Patterson	St. Louis, Missouri	1912-1913
George M. Courts	Houston, Texas	1913-1914



Presented  
by  
The President and Council  
of  
The Stationers' Association  
of the United Kingdom.  
to  
MR. IVAN ALLEN

*Past President of the National Association of Stationers,  
Office Outfitters and Manufacturers of the U.S.A.*

ON the occasion of a Complimentary Luncheon  
given in his honour at the Royal Adelaide Galleries,  
June 5th. 1925 and as a memento of his visit to England.

<i>Reg. Barringer</i> <i>Charles Porter</i> <i>A. Gascoigne</i>  <i>Leonard Lydall</i> <i>Frederic W. Briggs</i> <i>A. E. Owen. Secy.</i> <i>Harry A. McGee</i> <i>Walter J. P. Jones</i>	<i>Clifton Collett</i> <i>Adam Keane</i> <i>R. Mackie</i> <i>J. W. Broadbridge</i> <i>Geo. Martin</i> <i>W. A. Newton</i> <i>Thos. L. Hodgson</i> <i>G. S. Thorne</i> <i>E. J. Pugh</i> <i>Sidney J. Landell</i>	<i>Wallis Mansford</i> <i>G. R. Enson</i> <i>A. T. Yates</i> <i>Alfred H. Boden</i> <i>Walter H. Hayes</i> <i>Ernest E. Moore</i> <i>John Marshall</i> <i>H. G. Skene</i> <i>Alfred Maddison</i>
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Frontispiece from "A Short Account of the Worshipful Company of Stationers," written for their 500th Anniversary, which was presented to Ivan Allen by the Stationers Association of the United Kingdom in 1925.



Ivan Allen and Lee Trimble in Washington, D. C., receiving from Postmaster-General Robert Hannegan a collection of all the stamps issued in the United States during President Roosevelt's administrations. This collection is in the Museum at the Little White House.



# THE NATIONAL STATIONERS ASSOCIATION

Charles A. Lent	New York City	1914-1915
Charles N. Bellman	Toledo, Ohio	1915-1916
Charles N. Bellman	Toledo, Ohio	1916-1917
Wm. Henry Brooks	Philadelphia, Pennsylvania	1917-1918
Wm. Henry Brooks	Philadelphia, Pennsylvania	1918-1919
Ralph S. Bauer	Lynn, Massachusetts	1919-1920
Ralph S. Bauer	Lynn, Massachusetts	1920-1921
J. Ogden Pierson	New Orleans, Louisiana	1921-1922
Charles L. Mitchell	Topeka, Kansas	1922-1923
Ivan Allen	Atlanta, Georgia	1923-1924
Charles L. Mitchell	Topeka, Kansas	1924-1925
Edwin H. Sell	Columbus, Ohio	1925-1926
W. Neill Stewart	Dallas, Texas	1926-1927
Woodson P. Waddy	Richmond, Virginia	1927-1928
Charles M. Marshall	Atlanta, Georgia	1928-1929
A. J. Walker	Minneapolis, Minnesota	1929-1930
E. C. Wilson	Houston, Texas	1930-1931
Wm. E. Ward	New York City	1931-1932
Charles A. Stott	Washington, D.C.	1932-1933
Harry A. Morgan	Los Angeles, California	1933-1934
Harry A. Morgan	Los Angeles, California	1934-1935
B. J. Bristoll	Des Moines, Iowa	1935-1936
W. C. Clegg	San Antonio, Texas	1936-1937
Harold J. Hampton	Indianapolis, Indiana	1937-1938
Harold J. Hampton	Indianapolis, Indiana	1938-1939
Owen G. Bayless	Seattle, Washington	1939-1940
Owen G. Bayless	Seattle, Washington	1940-1941
E. B. Healy	Santa Fe, New Mexico	1941-1942
E. B. Healy	Santa Fe, New Mexico	1942-1943
R. D. Latsch	Lincoln, Nebraska	1943-1944
R. D. Latsch	Lincoln, Nebraska	1944-1945
R. D. Latsch	Lincoln, Nebraska	1945-1946
L. S. Cowl	Toledo, Ohio	1946-1947
Fred Downs	Tulsa, Oklahoma	1947-1948
L. R. Kendrick	Denver, Colorado	1948-1949

## CHAPTER 6

### LONDON TRIP REPORT

*(Extracts from Mr. Allen's report to the National Stationers Convention, Grand Rapids, 1925.)*

WHILE in London it was my privilege to be the guest of the Worshipful Company of Stationers—one of the oldest trade guilds in England—and to receive the famous history of that organization, published in 1903 upon the 500th anniversary of the guild. I wonder how many of us can begin to realize what that means? In Philadelphia next year will be held the sesqui-centennial celebration—celebrating the 150th anniversary of the Declaration of Independence. We think that is a long time back—but here is an organization which in 1903 celebrated its 500th anniversary and that will this year celebrate the 522nd anniversary of the founding of the order!

“Indeed, the origin of the stationers’ business goes back earlier than that, for in 1357 there are records of the ‘craft of courthand and text writers and scriveners,’ indicating that court reporting is by no means as modern as we think it is.

“Take a glimpse with me of the history of the Worshipful Company of Stationers in London. In 1403 the craft applied to the Court of Aldermen to grant them power to elect Wardens and make ordinances ‘for their good government’ and secured their charter. In 1556 the organization obtained from Philip and Mary its Charter of Incorporation. Thomas Dockway was its first master and John Cawood and Henry Coke were its first wardens and from that day to this the masters



## LONDON TRIP REPORT

and wardens of the society have descended in an unbroken line.

“On November 10, 1559, Queen Elizabeth continued the charter, which hung on the wall of the stationers’ hall until it was destroyed, with all of the records of the company, in the Fire of London. Among all trade guilds of London none were more esteemed or more honorable than the Worshipful Company of Stationers. And today the Stationer should take the same pride in his calling that the printer does in his.

“Then there is Stationers’ Hall—a landmark of London. The first stationers’ hall was purchased in 1611. It was the old Abergavenny House, which had formerly been a public inn and which was now remodelled to serve as a guildhall. The Worshipful Company must have had a hard time financing the building, for in 1656 we find it getting out a special edition of Fox’s ‘Book of Martyrs’ to renovate and rebuild the hall. Then comes one of those tragedies in the history of so many organizations. No sooner had the renovations been completed than the hall was destroyed, in 1660 in the Fire of London.

“For ten years the guild worked in temporary quarters. Then, in 1670, we find record of a committee appointed by the master and wardens to rebuild the hall, and today that hall still stands, in the shadow of St. Paul’s Cathedral, where the Archbishop of Canterbury might have easy access to the records of the company and keep an ecclesiastical finger upon the books patented by the guild to see that none were printed which were ‘heretical’ or ‘contrary to the Holy Church.’ On the west side of the building is still the little garden in which the master and warden of the guild used to burn the copy of heretical books so that they might never get into print!

“The records of the Worshipful Company of Stationers are full of items which show the authority held by the Church over printing in those early days. Every book printed by the Worshipful Company had to receive the o.k. of the Arch-

bishop of Canterbury before a member of the craft could print it—and many were the books listed as ‘unfit to print’ largely because the Archbishop was too busy to read them. As the stationers’ guild in those days held a practical monopoly on printing, very few of the forbidden books got into print. When they did, the shops were entered, the type melted, and the presses smashed, so that the offending printer might never again print a heretical book.

“Sometimes the printers drew a heavy fine in addition, or a nice term of years in the London jails. What a splendid time some of our anti-evolutionist friends could have had in those days burning books on evolution and smashing the presses of evolutionary printers and stationers! But in those days evolution was an advance issue. The major crime against civilization was heresy. The world—and the stationers’ business—advances.

“The Worshipful Company of Stationers, it might be said, had five monopolies on printing. These five were the Ballad Stock, the Bible Stock, the English Stock, the Latin Stock, and the Irish Stock.

“The Ballad Stock meant that no printer not a member of the company might print music or verses. The Bible Stock meant that no printers except those who were members might print bibles. And so on. But the monopolies did not hold very well. There was a continual wrangle between the printers of the Worshipful Company and those at the Universities of Oxford and Cambridge over the printing of Bibles which was not settled until the government finally dissolved the monopoly system and the guilds held control only in name. The Irish Stock was always somewhat of a problem and one gathers that, even in those early days, the Irish question was a live one and that the stock was not particularly profitable.

“But if the guild held a monopoly on the early printing industry, it provided well for indigent stationers and for their widows and orphans. Many thousands of pounds were be-



## LONDON TRIP REPORT

queathed to the society for the distribution of bread to and giving of dinners for the poor. A part of the proceeds of every book printed went to the support of the old, the sick, and the widows and orphans. And it was no unusual occurrence for an entire edition of a book to be set aside for the support of members of the guild who needed it. The members of the organization were always mindful of the poor and needy so that whatever greediness they might have shown in the acquisition of exclusive contracts was somewhat counterbalanced by their care for their fellow-members.

“History has a value—and the history of the stationers industry has a value for every man engaged in it. I think, personally, that I have brought back a new conception of the business from my trip to England. Today when I sell a suite of office furniture I can visualize the old Stationers’ Hall, which remains exactly as it was built, centuries ago. I can see the men of the Company in their ‘scarlet and brown-blue’ livery, looked up to as the most honorable men among the British tradesmen. I can see the Stationers’ Barge, manned by twenty expert oarsmen, pulled across the Thames to greet the Archbishop of Canterbury. I am surrounded by a thousand reminders that the business in which I am engaged has always been old and honorable and worthy of the best efforts that I can put into it.

“Business is not all getting and selling and making money. There is a romantic side to it. If there were not, men would soon get tired of it and lose the inspiration. And this talk is not just idle history. It is an effort to get more stationers to see some of the romance of their industry. No other industry is more old, more honorable—more filled with the glamour of romance—more brightly shining upon the pages of history. And what we in America need to make more of our business is to add to our business skill a little of the romance with which the British industry is surrounded and amid which it lives and breathes and has its being.”

## CHAPTER 7

### MUSEUM OF ART

THE average businessman is inclined to scoff at the fine arts, feeling that there is something perhaps faintly effeminate in anything aesthetic and preferring to be thought of as hardheaded and strictly practical. Ivan Allen, however, is fully cognizant of the true value of "the beautiful" and indeed has applied it to his business, pointing out that a man surrounds himself with comfort and beauty at home and that he should do the same in his office where as a matter of fact he spends the greater part of his time. Mr. Allen's own office furnishes a striking illustration of his belief. But his interest in such things is not confined merely to business. He has been a supporter of Atlanta's High Museum of Art since its very early days, and a member of the Atlanta Art Association for many years.

The High Museum was given to the Art Association in 1926 by Mrs. J. M. High as a memorial to her husband, for the "cultivation and promotion of the arts for the benefit and enjoyment of the community." The building was originally a dwelling but has been admirably adapted for use as a museum, and two gallery wings have been added. Starting in a fairly small way, the Art Association has purchased additional property and put up temporary buildings and expanded the museum facilities as rapidly as finances would allow. The Museum has an impressive collection of art treasures and is a gallery in which Atlanta may take great pride. In conjunc-



## MUSEUM OF ART

tion with the Museum there is the High Museum School of Art, probably the best art school in the South.

Mr. Herbert Oliver is the current president of the High Museum, with Mr. John A. Sibley, Mr. Beverly DuBose, and Mrs. T. K. Glenn as vice-presidents and Mr. Dameron Black as treasurer. Mr. Robert F. Maddox is Chairman of the Board of Directors, and Mr. Walter C. Hill is Chairman of the Executive Committee. Ivan Allen is one of the Museum's staunchest advocates. He is a Trustee and has served on the Executive Committee for a number of years.

In recent years both the Museum and the School have shown such growth that additional space is badly needed, and it is the plan of the Trustees to put up a truly fine building for galleries and classrooms as soon as funds are available.

## CHAP 8 TER

### FRANKLIN D. ROOSEVELT WARM SPRINGS MEMORIAL

ON April 12, 1945, Franklin Delano Roosevelt died at his favorite home—The Little White House, at Warm Springs, Georgia. It was, in fact, his only truly personal home. He had lived in the family place in Hyde Park, in the Governor's mansion at Albany, in the White House in Washington. But the Little White House was the only home he built for himself.

Mr. Roosevelt first came to Warm Springs in 1924, at the suggestion of a friend who thought he might find the warm waters of the Springs beneficial. He was the first, and then by twos and threes other victims of poliomyelitis began to come. After this had been going on for some years Mr. Roosevelt formed the Georgia Warm Springs Foundation, the beginning of today's great institution for the treatment of infantile paralysis.

From that time on Franklin D. Roosevelt spent a part of each year at Warm Springs. He loved the countryside and the people and the pleasant way of life. Seven years after his first visit, in 1931, he began the building of the little frame house destined to become known as The Little White House. He had found the site himself while out horseback riding—on top of a hill commanding a magnificent view across the country. In 1932 the Roosevelts moved in. It is an extremely simple home, only six rooms, with no "fuss and feathers." It cost

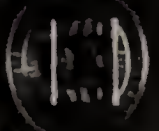




Ivan Allen speaking over the radio at the dedication ceremonies at the Little White House on June 25, 1947.



THE WHITE



WARM SPRINGS, GA.

FRANKLIN D. ROOSEVELT  
WARM SPRINGS MEMORIAL COMMISSION  
-REAR BY LEGISLATIVE ACT BY THE GEORGIA  
ASSEMBLY ON JANUARY 31 1946 TO THIS  
COMMISSION IS ENTRUSTED THE DUTY AND  
RESPONSIBILITY OF TRANSFORMING THE LITTLE  
WHITE HOUSE AND ENVIRONS INTO A MEMORIAL  
TO THE LATE FRANKLIN D. ROOSEVELT, WHOSE  
DEATH OCCURRED HERE ON APRIL 12 1945

ROSTER OF ORIGINAL MEMBERS

DAVID O'CONNOR	SECRETARY	EDWARD
IVAN ALLEN	CHAIRMAN	
G. BLANCHARD THOMPSON	VICE-CHAIRMAN	
W. J. ALLEN		J. MOORE
J. J. BAGGETT		R. CARTER PITTMAN
GASON J. CALLAWAY		M. G. RAY
LAWRENCE L. CAMP		W. PAID SCOTT, JR.
A. EVE		HAROLD L. SIGALL
MAJ. JOHN B. GURRAY		EARL STAPLES
MISS LUCY A. HAZON		CHARLES W. STARKIN
H. BAKER MADDOCK		
LEE J. TRIMBLE		

1945-1946





By His Excellency  
Ellis Arnall  
Governor of said State

To the Honorable

IVAN ALLEN

Greeting:

Whereas, in conformity with the provisions of the Constitution and Laws of this State, you were on the 23rd day of SEPTEMBER Nineteen Hundred and FORTY-SIX, APPOINTED A MEMBER OF THE FRANKLIN D. ROOSEVELT WARM SPRINGS MEMORIAL COMMISSION

Now Therefore, By virtue of the power and authority in me vested by the Constitution and Laws of this State, and in pursuance of your APPOINTMENT I do hereby commission you the said IVAN ALLEN

A MEMBER OF THE FRANKLIN D. ROOSEVELT WARM SPRINGS MEMORIAL COMMISSION

This Commission shall continue in force from SEPTEMBER 23, 1946

to JANUARY 1, 1951

and until your successor is APPOINTED and qualified, unless the same shall be vacated sooner or annulled in the manner authorized by the Constitution and Laws of this State.

Given under my hand and the Seal of the Executive Department at the Capitol, in the City of Atlanta, the 25th day of SEPTEMBER in the year of our Lord One Thousand Nine Hundred and FORTY-SIX.

By the Governor:

*W. McLeuchter Jr.*  
SECRETARY EXECUTIVE DEPARTMENT

*Ellis Arnall*  
GOVERNOR





Crowd on the lawn of the Little White House at the dedication ceremonies,  
June 25, 1947.



## F. D. R. MEMORIAL

less than \$15,000. Mr. Roosevelt rejected the first plans submitted to him as too pretentious and insisted that his house be kept as plain as thousands of other little houses in this section of the country. The furnishings he chose for usefulness and durability rather than for looks. The life he led there, even after he was President, was as uncluttered and serene as it was possible to make it. He called the place his Georgia home, and it has now become Georgia's Mount Vernon.

In his will, the President left his house and about seven acres immediately surrounding it to the Warm Springs Foundation. He had already given the Foundation his farm of nearly three thousand acres when it became apparent that the pressure of his work would prevent him from carrying out his plans for making it a model "tree and shrub" farm. After the President's death, the Little White House was closed and kept under guard for some months. Then the Foundation offered both house and farm to the State of Georgia on condition that the state would maintain it as a memorial in perpetuity.

The Georgia General Assembly, in the 1946 session, enacted a bill creating the Franklin D. Roosevelt Warm Springs Memorial Commission, a self-perpetuating, non-political board to prepare the Little White House to receive the public and to administer it as a national shrine. At the same time something like \$200,000 was appropriated to finance the Commission until it should become self-sustaining through admission fees.

In December 1946 Ivan Allen was appointed Chairman of the Franklin D. Roosevelt Memorial Commission. Basil O'Connor was made Honorary Chairman, and G. Clarence Thompson, Vice-Chairman. Chosen for Secretary and Treasurer was Lee S. Trimble. Other original members were W. S. Allen, J. J. Baggett, Cason J. Callaway, Judge R. Eve, Mrs. John B. Guerry, Miss Lucy R. Mason, N. Baxter Maddox, L. J. Moore, R. Carter Pittman, H. G. Ray, W. Fred Scott,

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Jr., Max L. Segall, Earl Staples, and Thomas W. Starlin. Temporary offices were opened in Atlanta, and the job of turning a private home into a public landmark began. Said Mr. Allen in addressing the Commission's first meeting:

The Commission has a most unusual task, that of developing a great memorial to a great man whose contribution to the world, to the nation, and to the lives of countless individuals, creates for him a secure place among the immortals of the ages. His contribution to Georgia, through having his second home here, and through developing the Georgia Warm Springs Foundation, a magnificent institution judged from any viewpoint, . . . assumes the proportions of a legacy to the people of the state, beyond computation.

On June 25, 1947, the formal ceremony of gift and acceptance took place and the property was dedicated as a memorial. The date was the twentieth anniversary of Mr. Roosevelt's founding of the Georgia Warm Springs Foundation. It was a solemn occasion. About fifteen hundred people sat or stood on the lawn of the Little White House to hear Basil O'Connor make the gift for the Foundation and Governor M. E. Thompson accept for the State. Josephus Daniels, long-time friend of the President and the only man he called "chief" after his inauguration, was the principal speaker. Then Mr. Allen, in his capacity as Chairman of the Memorial Commission, made a brief talk:

The great Roosevelt, before he was Governor of the State of New York, before he was President of the United States four times, came here to these simple, rural, rustic surroundings in pursuit of health, and here also found happiness and friends. In solitude and tranquillity, here he had humanitarian dreams, and planned a Government with a soul. Afterward these dreams and plans were enacted into laws. Through the years these laws have not been materially changed.

There is being dedicated here today a national, yes, an international shrine, a sanctuary of glory, an altar of liberty. It shall light the pathways of the generations to come.



## F. D. R. MEMORIAL

On this 3,000-acre reservation is a mountain called Dowdell's Knob. Mr. Roosevelt bought this mountain and built a private road to the top. It was his favorite picnic grounds and here he entertained his visitors and neighbors. Here he could look over the countryside for 50 miles in all directions. Shall we, his followers, build there on this eminence, the Franklin D. Roosevelt Peace Tower, higher than the Washington Monument, more elaborate and more beautiful in design, modernized with radio, television, chimes, elevators, equipped to broadcast messages of inspiration to the world? Shall it be built with funds from all 48 states? Yes, and from all the other nations of liberty-loving people. In the very words of the great Roosevelt: "This generation has a rendezvous with destiny." God give us heart and will to take this mission forward to a new, more daring future, a new world of peace.

The program, which was broadcast to the nation, ended with a medley of songs played on the accordion by Graham Jackson, a Negro man who had been a great admirer of Roosevelt's and had frequently played for him when he was at Warm Springs. The list of guests who made the journey to Warm Springs to be present at the dedication is a distinguished one. The Supreme Court was represented by Chief Justice Vinson and Justice Black. Attorney-General Homer Cummings was there, and so was Michael Francis Doyle, Chairman of the Electoral Colleges of the United States. From Congress, in addition to Georgia's Senators George and Russell, came Senators Hill of Alabama, Pepper of Florida, Murray of Montana, and several more. Virginia's Governor Tuck was present, and Governor Ingram Stainback of Hawaii. A number of the foreign ambassadors to this country came down from Washington, and many other Americans of note—there were too many to name them all here.

During the next fifteen months the Little White House was made ready. A landscape architect was employed to lay out a plan for the development of the entire area, a plan which will be carried out little by little as funds are available. A number

## IVAN ALLEN: A RESOURCEFUL CITIZEN

of small tracts of land were bought to protect and connect the property, bringing the total acreage to three thousand, two hundred acres. An entirely new road was built from the highway to the Little White House, and a parking lot accommodating two hundred cars was graded and surfaced. One new building was put up, a small administration building which houses the office, souvenir shop, and so on. Under the sun deck of the Little White House a semicircular museum room was constructed, in which to display the President's personal effects and gifts that were not in the house when he lived there, including gifts from the 21 nations who signed the United Nations Charter.

The Little White House itself had to be strengthened in anticipation of the heavy wear it would have to withstand, and to protect it from fire. All the unsound timbers were renewed and concrete reinforcements placed under the house; it was rewired from start to finish; its furnishings were fastened down, roped off, placed under protective coverings to thwart possible souvenir hunters. This has all been done without changing the outward appearance of the house at all. The grounds have not been formally landscaped because Mr. Roosevelt liked them the way Nature made them. The whole place is today just as it was when the President lived there. As Mr. Allen says: "It represents not only a place of temporary residence but an expression of the nature of the man, giving evidence of his versatility and his inherent liking for simple things."

Finally all was ready. No great ritual marked the formal opening to the public, but on October 26, 1948, the press and a few state officials were invited to come down to Warm Springs to hear Mr. Allen tell what had been done, and to see for themselves. Since then, people from every state in the union and many foreign countries have visited this newest of



## F. D. R. MEMORIAL

our national meccas. At the time of this writing, the average is about two hundred people a day.

The final and total development of the Little White House property will be slow, undertaken bit by bit, until at last the whole area has been evolved into a splendid memorial to the great man who was four times President of the United States.

As the years go on, thousands of people from all over the world will honor the late President by visiting the Hyde Park home and other thousands will pause beneath his portrait in Washington to pay their respects. But only those who make the pilgrimage to the Little White House at Warm Springs can really know the man. Here it was that he gave and is still giving hope and courage to those handicapped as he was. Here it was that he was at home.

## CHAPTER 9

### CONVENTION BUREAU

**B**ACK in 1912, Atlanta had more hotels than she knew what to do with. About this same time the practice of holding conventions began to become a national custom. Of course conventions were no new thing, but improved methods of transportation and communication were making it possible to get one together with a minimum of trouble. And they represented quite a source of income to the cities in which they met, to say nothing of their advertising value. So, in order to utilize the hotel space to advantage—and to attract business to the city—the Atlanta Chamber of Commerce began to devote more and more of its time to the business of convention-getting. Their efforts were most successful, but took a disproportionately large part of the Chamber's time. It occurred to Wilmer L. Moore, who was then President of the Chamber of Commerce, that Atlanta could probably support an office given solely to such work. One or two other cities in the United States had such offices and they seemed to function advantageously, though the idea was comparatively new. Mr. Moore talked the matter over with some of the Directors of the Chamber of Commerce, and the result was that early in 1913 the Atlanta Convention Bureau was started.

A very enterprising young businessman named Ivan Allen was asked to become its first president. This he agreed to do, but he made it plain that in order to carry on the work and still have time for his other duties and his business, it would



## CONVENTION BUREAU

be essential to have a competent executive secretary who could devote himself to the job full time. Applications were received by the dozen as soon as it became known that the position was open, but none was exactly what Allen had in mind for the place. He told Mr. Moore and the others that he knew of somebody who would be just the man—Fred Houser, a clerk at the Aragon Hotel who had been very active in the Hotel Men's Association. This young man had not asked for the job, but Allen felt that he was better fitted for it than any of the applicants. Some of the Bureau's organizers made objection to hiring a virtually inexperienced person for such a responsible position, but at Allen's insistence it was done. And the wisdom of his choice was fully substantiated by the years of outstandingly successful work which "Cousin Fred" Houser, as he came to be called, did in convention and tourist work.

On April 2, 1913, the Convention Bureau opened for business. Officers serving during that first year besides Allen and Houser were Col. F. J. Paxon, who was vice president, and J. K. Ottley, treasurer.

In making his first annual report (January 1914) Allen declared: "I take no little pleasure in calling to your attention the remarkable success which has attended the labors of the organization with a relatively small expenditure of money."

Ninety-five conventions had been held in Atlanta during 1913 (and by January of 1914, when the report was made, fifty-four had already been secured for the next year). It was estimated that over a hundred thousand visitors had come to these conventions, spending approximately a million dollars in Atlanta. The Bureau counted one hundred and twenty-five business houses, hotels, and organizations on its membership rolls for its initial year. Thousands of advertising pamphlets had been mailed out, describing Atlanta's businesses, her hotels and amusement facilities, nearby points of interest, and giving other information which would be of interest and help

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to visitors and tourists. The Bureau had suggested to the city a new method of moving traffic by a police whistle system (and traffic was beginning to be a big problem to Atlanta); they had fostered the idea of a highway from Atlanta to Stone Mountain; they were chief agitators in the movement to mark the Civil War battlefields in Georgia and plan tours through them. But the biggest feather in their cap was that they had secured for Atlanta the national Good Roads Congress, which was to be held in November 1914.

The same officers were re-elected for 1914, and the fine work continued. The Bureau had originally been intended to run for a period of two years, at the end of which time it would be evident whether or not the work was of sufficient value to continue. The venture turned out to be even more of an asset than had been anticipated. To quote from Allen's second annual report, made in January 1915: "The object in organizing the Bureau was to secure a greater number of conventions for Atlanta, to standardize, modernize, and systematize conventions, and to encourage cooperation among civic organizations and our own members that would work a greater advantage to our great and growing city. Many reasons may be assigned why local people should give thanks to the Convention Bureau. Each of the many conventions entertained during the year represents organized endeavor in some field of public interest, and in numbers of instances the conventions held are nationwide. Education, science, religion, public service, fraternalism, as well as the practical affairs of industry and commerce are embodied in a year's work." It was unanimously decided that the Bureau should be made permanent.

Nineteen hundred and fifteen found Ivan Allen entering on his third term as president of this organization, which was now known as the Atlanta Convention and Tourist Bureau. The year also saw a decline in convention attendance in most Eastern cities because the Panama-Pacific Exposition in San





Dedication ceremonies at the Little White House. Josephus Daniels is speaking. Others on the platform are Ivan Allen, Chairman; Chief Justice Fred Vinson; Justice Hugo Black; Mr. Michael Francis Doyle; Attorney-General Homer Cummings; Senators Walter F. George and Richard B. Russell (Ga.); Senator James E. Murray (Mont.); Senator Claude Pepper (Fla.); Senator Lester Hill (Ala.); Dr. James E. Paullin; Mr. Bill Hassett; and Graham Jackson, who was a great admirer of President Roosevelt and often played his accordion for the President at Warm Springs.



Ivan E. Allen

Resolution unanimously adopted by the  
Atlanta Convention Bureau

January 25 1916.

Whereas The three years administration of Mr. Ivan E. Allen as President of the Atlanta Convention Bureau has been signalized by great and lasting achievement for the good of the City and State; and has opened a new era in convention work throughout the entire South; and these results are largely due to the untiring efforts of our retiring President, Mr. Ivan E. Allen:

Therefore be it Resolved

by the Atlanta Convention Bureau that we take this opportunity to express our sincere appreciation of Mr. Allen's splendid public service and to convey to him this testimonial of our affectionate regard.

Fred. House  
Secretary

Fredrick J. Rayson  
President



## CONVENTION BUREAU

Francisco was attracting most of such business to the West Coast. (And incidentally Mr. Allen was one of Georgia's official delegates to this Exposition.) Nonetheless Atlanta entertained 125 meetings and 25 special events on a budget of \$15,000. This year, too, the Bureau published the Johnston-Sherman Highway Log and War Map, one of the very early road maps put out in this country, showing the route from Chattanooga to Atlanta. This road became a section of the famous Dixie Highway, which had been projected at Atlanta's 1914 Good Roads Congress.

The next year (1916) Allen declined to serve as president again, because of the pressure of other duties. In the three years of its life the Bureau had attracted to Atlanta \$3,899,356 by spending only \$30,000—or  $\frac{3}{4}$  of 1 percent of the return! From all sides came the highest praise for its accomplishments, and especially for Ivan and "Cousin Fred." "Praise of the genuine variety that men appreciate was heaped on these two officers until they found themselves buried under an avalanche of good will and encomiums," said the *Atlanta Journal* (January 26, 1916) in reporting the third annual meeting. A half dozen silver goblets were presented to Allen, while Houser received a jewelled Shriner's pin. Allen in turn highly commended the members of the Bureau: "A civic organization is a factor for advancement and civic growth just to the extent the members intend and expect it to be. We have had the unstinted cooperation of every officer and member during the past three years, and I bespeak its continuance for the years to come." Of Houser he averred, "Secretary Houser is the man who made Atlanta the Convention City of Dixie Land; the man who put Atlanta on the convention map." (*Atlanta Constitution*, January 26, 1916.)

Colonel Paxon succeeded Allen as president in 1916. Allen kept up his association with the group, serving on the Board of Directors and as Chairman of the Executive and Finance

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Committees at times. And the Bureau carried on through the years, undergoing some setbacks but on the whole turning out an extremely creditable job.

The depression, as was to be expected, dealt the convention business a severe blow, and the Atlanta Bureau suffered accordingly. It was decided in 1933 that a complete reorganization was in order. Ivan Allen was again elected to the presidency, with G. C. Bowden as vice-president in charge of conventions, and Cator Woolford as vice-president in charge of tourists, this being an entirely new type of set-up.

In January 1934, Ivan Allen, who had presided at the first year's meeting, held the chair once more at the organization's "coming of age," the twenty-first annual meeting of the Atlanta Convention and Tourist Bureau. In that twenty-one years Atlanta had been host to 5,409 conventions, bringing 1,085,535 people to the city, who spent a total of \$35,789,720 during their visits. And of course these figures cannot take into account the wide publicity given to the city, the number of people who as a result have moved to Atlanta to live, or the amount of business drawn to the city permanently.

Atlanta is today known throughout the country as the best convention city in the South. The Bureau still functions and does a good job. But it does not have the thrill of those early days, when the business was new and competition between cities reached fever pitch—when the trail was being blazed.



## CHAPTER 10

### BUILDING OWNERS ASSOCIATION

WHEN Mr. Joel Hurt started construction of the Equitable Building (now the Trust Company of Georgia Building) he was thought to be venturing on an utterly fantastic project. The general comment was that there were not enough business concerns in the whole state of Georgia, let alone Atlanta, to fill the space. How wrong this turned out to be was evidenced by the fact that all the offices were taken as soon as the building opened, and a waiting list grew up overnight. Gradually other "skycrapers" made their appearance until today Atlanta has more office buildings and more individual offices than any other U.S. city of comparable size. It is a "white collar" city.

Ivan Allen was one of the first businessmen of the city to recognize the value of this office building payroll and he seized every opportunity to drive home to his associates the fact that the office workers constituted the backbone of the community . . . permanent residents, taxpayers, supporters of all civic enterprises.

In 1913, when Allen was President of Atlanta's Convention Bureau, he decided that for several reasons it would be a good thing to organize an Atlanta branch of the National Association of Building Owners and Managers. For one thing, as president of the Convention Bureau he was most anxious to get the National Convention of the Building Owners to meet in Atlanta; and for another, as a businessman, he foresaw the

## IVAN ALLEN: A RESOURCEFUL CITIZEN

benefits which would result from a greater co-operation between the owners and managers of Atlanta's buildings and a discontinuance of the somewhat unethical rental practices which in some instances obtained. Accordingly, on May 27, 1913, Ivan Allen called a meeting of all the building owners and managers and put the matter up to them. It met with a very favorable reception, and permanent organization was effected with Charles F. Wilkinson as president, A. W. Martin as vice-president, and Fred Shaefer as secretary and treasurer.

Both of Mr. Allen's principal objects in organizing this association were achieved.

First, a closer spirit of co-operation did grow up among the members, and the Association has done well through the years. One of its members, Mr. C. F. Palmer, has been president of the National Association. Second, the national convention did meet in Atlanta, although it took two tries to get it. The first time delegates from Atlanta attended the convention in Duluth (in 1913) and passed out delicious Georgia peaches together with literature about Atlanta to the other delegates on the convention floor. But Cincinnati got the 1914 convention in spite of this, so in 1914 the Atlanta delegates took a carload of watermelons to Cincinnati and staged a real, old-fashioned watermelon cutting at which they again issued their invitation. Atlanta got the convention for 1915!

In appreciation of Mr. Allen's help, the Building Owners Association elected him an honorary member for life.



## CHAPTER

### THE DIXIE HIGHWAY

THE idea of a North and South highway from Chicago to Miami was born in the Hoosier Motor Club in Indiana. It started as a paper organization fostered by Mr. Carl Fisher, president of the club, and Mr. W. S. Gilbreath, its secretary. This was in the very early days of the automobile, when gasoline cost about thirteen cents a gallon and the sale of six cars in one week in Atlanta was amazing enough to rate a headline in the *Constitution*. There was not *one mile* of paved highway on what became the Dixie Route between Chattanooga and Miami, outside of incorporated cities.

In November of 1914 a Good Roads Congress was held in Atlanta. Remember that this was the period when everybody wanted hard-surfaced roads and nobody had them. Mr. Gilbreath attended the Congress and it was there that he got in touch with Mr. Allen, who was at the time President of the Atlanta Convention and Tourist Bureau.

About a year previously Allen had fostered the notion of a hard-surfaced road from Chattanooga to Atlanta, to be called the Johnston-Sherman Highway. It was to follow General Sherman's route through Georgia to Atlanta, and as Allen phrased it, it would "connect Lookout Mountain with Stone Mountain." When Gilbreath mentioned his project, which he called the Hoosier Highway, Allen at once saw that his own road could easily become a link in the greater one. He realized the tremendous possibilities for Georgia in being on a national

## IVAN ALLEN: A RESOURCEFUL CITIZEN

route, and he believed that it would be of just as much importance as the Lincoln Transcontinental Highway which was then under construction. He was fired with enthusiasm and immediately began to take practical steps toward putting the plan in operation.

The first thing was to get publicity, for he knew that without a highway department and without funds, the only way for Georgia to build a highway would be to have the support of the papers and of the Governor, who was then John M. Slaton. Allen introduced Gilbreath to Clark Howell, editor of the *Atlanta Constitution*, and the three men arranged to see Governor Slaton. But before they did so, Allen wanted one thing changed. Goodnaturedly he told Gilbreath that he did not like the name "Hoosier Highway." He pointed out that the route would lie largely through Dixie Land, and that a name with more Southern significance would naturally have more appeal for the Southern public. They discussed several possibilities, such as Jackson or Lee; then finally Allen suggested that it be the Dixie Highway. This instantly appealed to the other two men, and under this name the plan was presented to Governor Slaton.

The Governor liked the idea and the name and promised his support. Next day the *Constitution* carried a front page story about the project, together with a map showing the proposed route of the "Dixie Highway." Over night thousands of people grew interested in it, the name caught on, and eventually it became the official designation of the road. Thus it came about that Ivan Allen named the Dixie Highway.

The scheme had taken hold but there was still a lot of hard work to do before the Dixie Highway Association became a reality. Gilbreath set to work to organize the other states along the route, and a conference of the Governors of Illinois, Indiana, Kentucky, Tennessee, Georgia, and Florida was set for April 3, 1915, in Chattanooga, to decide on a definite route



## THE DIXIE HIGHWAY

and make final plans for construction. W. D. Anderson, of Macon, and Clark Howell, of Atlanta, were named to represent Georgia officially. Although Ivan Allen refused any official connection, he threw himself into the job of organizing Georgia for the project with his customary force and fervor. Publicity was sown broadcast and organization meetings held throughout the state until the term "Dixie Highway" was familiar to every citizen. About two hundred cars went to the Chattanooga meeting from Georgia, Mr. Allen's among them—and in those days the trip from Atlanta to Chattanooga began early in the morning and lasted into the night, attended by all sorts of car trouble that the modern motorist never considers. "Motorcade" is now a common word in the national vocabulary, but then it was a new word and a new thing, and this was the first motorcade of any size that Georgia ever saw.

All the cities and towns wanting to be on the Dixie route sent representatives to put forward their claims for consideration, and a great deal of rivalry sprang up among them. In some instances feeling ran so high that it was necessary to split the highway into an East and West route. At length, however, all difficulties were ironed out and by June 1915, the Dixie Highway Association was a going concern with headquarters in Chattanooga. By 1916 twelve million dollars had been expended or appropriated in the various states, and only two hundred out of eleven hundred miles remained to be improved. The work of permanent surfacing was interrupted by the First World War, so that it was not until 1929 that the final stretch of paving was actually completed. A big celebration was held at Dalton, Georgia, on November 4 of that year, to mark the official completion of what had once seemed an almost impossible dream. Ivan Allen, who had given that dream its name and done so much to bring it to actuality, was an honored guest. Mr. Slaton said that day in praising those who had been instrumental in the road's building:

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“The work you celebrate is the true interpretation of progress. You have made no new trail. You have cut no new path. You have adopted the same way your ancestors laid out. But without leaving the old and tried, you have improved upon it, you have developed it, you have advanced the original conception to bless mankind.”

Today when one can go almost anywhere in the United States on paved roads, it is hard to realize how unlikely the Dixie Highway seemed in 1914, when only men of vision could foresee what it would mean to Georgia and the South. Today it is the most travelled route in Georgia, traversing some of the most beautiful sections of the state, passing through the heart of the historic Civil War Battlefields—an integral part of the huge network of arterial roadways which runs throughout our nation.



## CHAPTER 12

### AD CLUB

THE founding of Rotary in Atlanta came about as it did because Ivan Allen was a member of the Atlanta Advertising Club. The Ad Clubs were the first luncheon clubs established in America, and the Atlanta Ad Club was the first such civic organization in the city. It was founded in 1909, and did not strictly limit its membership to advertising men but included a number of the young businessmen. It was through this policy that Ivan Allen became a member, holding the office of vice-president. St. Elmo Massengale was president, and prominent members of the Executive Committee were Jule D. Jernigan, W. J. Davis, Kendall Weisiger, George M. Kohn, Joseph W. Hill, S. S. Selig, Jr., and Ernest Dallas.

The primary purpose of the club was to promote better advertising practices in Atlanta, but the group took an active part in most civic activities. They worked for such things as better street paving and better street lighting, for a "smokeless city"—indeed for any improvement which would tend to make Atlanta a better place in which to live and do business. They were in the forefront of the campaign to secure the Y.M.C.A. building for a permanent home for the Chamber of Commerce. They twice raised funds for the Associated Charities, and took much interest in the work of that organization.

The slogan "Atlanta Always Ahead" was a product of the Ad Club, the winning entry in a contest they staged for the

## IVAN ALLEN: A RESOURCEFUL CITIZEN

purpose of finding a suitable catch phrase to use in their promotion of the city. The phrase got to be associated with Ivan Allen in particular, because of his enthusiasm for his adopted city and the way he managed to keep Atlanta in the limelight at the national Ad Conventions he attended.

In 1913 some of the Ad men, Allen among them, formed a kind of inner circle called the Gridiron Club. L. D. Hicks was one of the ringleaders, and A. S. Adams, H. W. Anderson, Evelyn Harris, Kendall Weisiger, E. H. Goodhart, E. H. Cone, Paul Reese, and Jack Letton were among the members. These men met for dinner each month at one another's houses; and although some business doubtless got itself attended to, the main function of these stag dinners was fun. Occasionally the Gridiron-ers gave large invitation dinners for special groups of local or out of town guests, affairs which are still remembered for their combination of elegance and buffoonery.

It was at one of the small Gridiron dinners that the subject of Rotary first came up. One of the members had been told of it by a friend from another city. The idea interested Ivan Allen intensely, and he filed it away in his mind for future consideration.

That same year the National Ad Club organization began to urge its member groups to restrict their membership to those directly engaged in the business of advertising or promotion and to discontinue civic activities not related to advertising. Those members who did not fall in this category gradually began to drop out, and to join other civic clubs, of which Rotary was the first to be organized, followed later by Kiwanis, Civitan, Lions, Exchange, and so on. The Ad Club under its new policy continued to do business and is still going strong and turning out splendid work.

Ivan Allen gave up his membership in the Ad Club soon after he organized Rotary in Atlanta. And while Rotary un-



## AD CLUB

doubtedly would have come to Atlanta sooner or later, the fact that it came when and how it did was a direct result of the fact that Ivan Allen was a delegate to the Ad Club National Convention in 1913 at Baltimore.

## CHAPTER 13

### ROTARY

*"Service Above Self—He Profits Most Who Serves Best"*

IN 1913, four young men from Atlanta went to an Ad Club convention in Baltimore, representing the Atlanta Ad Club. They were Henry W. Grady, Jr., son of the great editor and orator; Evelyn Harris, son of Joel Chandler Harris; Howard Geldert, well known in the insurance world and noted for his work among boys, especially in scouting; and—Ivan Allen. During his stay in Baltimore Allen was invited to a Rotary meeting. He became very enthusiastic and made up his mind to start such a club in Atlanta. It was not the first time he had given thought to it—he had been interested in the idea since he first heard of it.

On the return trip Allen broached the subject to his traveling companions. By the time the train pulled into the Atlanta terminal, his plans were formulated, and with characteristic dispatch he proceeded to get them going. He called on the other three young men to meet with him in his office—the very room in which Woodrow Wilson, soon to become President of the United States, started practicing law in Atlanta. Together the four young men handpicked a list of thirty-two of Atlanta's businessmen and sent out invitations to a meeting at the Chamber of Commerce on July 2, 1913. Meantime Allen wrote to Chesley R. Perry, then and for many years following Secretary of Rotary International, and to



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Glenn C. Mead, who was then President of Rotary International. These men officially named Ivan Allen as the organizer for Rotary in Atlanta.

At the July organization meeting Hubert W. Anderson was elected first president of the Atlanta Rotary Club; Henry W. Grady was chosen vice-president, Howard Geldert was secretary, and W. S. Lounsbury became treasurer. Allen declined to offer for any office, but was made Chairman of the Board of Directors. He received the charter from the national office in Chicago on August 1, 1913, and Club No. 79 was officially recognized. The first roster included fifty-four names. The framed Charter No. 79 hung in Mr. Allen's office for many years, until a Rotary office with a paid secretary was established.

From the start it was an active organization. Perhaps at the very beginning the members were somewhat mistaken about the aims of Rotary, laying too much emphasis on the commercial possibilities of the meetings, but this phase lasted only a few weeks. Allen and Albert S. Adams were the delegates to the International Convention in that year, held at Buffalo. They returned with a clearer idea of Rotarian ideals and purposes and promptly set about re-educating their fellow members along the more altruistic lines then being adopted by the international organization.

The first really constructive work they undertook was a campaign to raise funds for the Associated Charities. In two days' time they had met their goal. It came to their attention soon after that an epidemic was raging in the Negro section of town, with absolutely no hospital facilities available for the victims. In less than twenty-four hours they had found a building suitable for use as an emergency hospital, had completely equipped it with needed supplies, and secured doctors and nurses to staff it. And it was early in its club life that Rotary inaugurated its plans for helping the young boys of Atlanta,

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especially those who had to work—a program which has continued and developed through the years. Rotary was prominent in the Oglethorpe fund-raising campaign, directed by Ivan Allen; and in promoting a bond issue for enlarging Grady Hospital. They worked shoulder to shoulder with the Convention Bureau on all conventions held in the city. The Club exchanged visits with other nearby clubs, and took great interest in helping to form Rotary Clubs in other Georgia towns.

The 1914 convention at Houston again saw Allen, accompanied by Bert Adams, Lou Hicks, and Fred Houser, representing Atlanta Rotary. The following excerpt from an article that appeared in the *Houston Chronicle* for June 22, 1914, shows that in spite of the youth of both the delegate and the club he represented, Allen made quite an impression on his colleagues:

Ivan E. Allen of Atlanta, Georgia, brought a whole week's supply of Atlanta spirit to the convention with him. (Notice that the word "spirit" is singular, but there is so much of it that it really should be plural.) Mr. Allen is chairman of the board of directors and general committeeman of the Atlanta Rotary Club, which he organized. He is also one of the leaders in everything that stands for civic improvement in Atlanta. . . . Mr. Allen has a hobby. Like all other successful businessmen, he has something to which he can turn when his mind is fagged with dollar chasing. But Mr. Allen's hobby is not golf, nor tangoing, nor whist, nor even baseball. It is civic improvement. Some of his friends say that civic improvement is his business and the selling of office supplies is his hobby. But Mr. Allen insists that nothing so rests his mind as getting out in the evening and collecting \$250,000 for Oglethorpe University building fund. He rests and recuperates by organizing Rotary clubs, heading the Atlanta convention bureau, financing the Atlanta Associated Charities and serving as a director of the Chamber of Commerce.

Evidently Mr. Allen was well rested when he reached Houston, for he immediately began talking about Atlanta. He loves to draw around him a crowd of willing listeners and tell of the Southern



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hospitality that pervades the city, of the progressive businessmen and of the beautiful homes that make Atlanta an ideal city in which to live.

Hubert Anderson was succeeded in the presidency by Albert S. Adams, who later, in 1920, cast reflected glory on the Atlanta Club by being elected President of Rotary International. The Club continued to grow in size and accomplishment, and in 1915 when Adams, Allen, and Houser went to San Francisco to the convention, they really began to make the influence of the Atlanta Club felt in national circles.

In 1916, Allen, who was vice-president that year (one of the few times he held office), was again a delegate to the International Convention, this time in Cincinnati. It had been decided that Atlanta would make a strong bid for the 1917 convention and each Rotarian had contributed \$10 to a fund to be used toward this end. The club secretary, Kendall Weisiger, had attracted national notice by winning the award for the best display of secretarial work in Rotary that year, and this helped to bring Atlanta to the attention of the convention. Among other attractions put on by the large Atlanta delegation was a genuine Southern watermelon cutting, a carload of Georgia melons having been shipped to Cincinnati for this purpose. Window displays and street banners were used. Every morning each delegate received a fresh carnation having attached to it a tiny silk streamer bearing the words "Atlanta in 1917." A set piece of fireworks, proclaiming "Atlanta Wants You in 1917" was set off in Cincinnati's largest park. And finally a gold-plated invitation was presented to the International Committee, and by a lucky stroke of fate just as it was handed over a single ray of sunlight came through the nearby window and flashed gorgeously from the golden card!

Atlanta got the Convention.

Early in February 1917, the International Officers visited

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Atlanta to help perfect plans for the forthcoming convention. Allen was on the Executive Committee for the convention arrangements, and Chairman of the Sections Meeting Committee. Holding the Convention was a tremendous undertaking and the committees put in long and hard hours of work on the budget, the entertainment plans, the schedules, and a thousand and one details of preparation. When finally the opening date was only sixty days away, and the Executive Committee was meeting daily in a fever of activity, it was suggested by some of the Eastern clubs that it might be a bad idea to hold a convention that year on account of the war. This reluctance greatly increased when the terrible fire of 1917 swept through a large part of Atlanta's residential section. A special meeting of the International Board was held in Philadelphia, which Lou Hicks and Bert Adams attended. They pointed with pride to the way in which Atlanta was rebuilding and rehabilitating after the fire, and convincingly presented arguments for holding the Convention as usual. It was finally decided to go ahead with it.

The Convention was a great success. The plans went off without a hitch and the visitors were loud in their praises of the city and of their hosts. A special feature of the entertainment was an enormous garden party, covering several blocks in one of the loveliest residential sections, at which Atlanta Rotary showed Southern hospitality at its best.

The Convention over, the Club settled down to its regular routine, with the addition of large quotas of war work. Dick Smith was president, and Rotary was a leader in Liberty Loan campaigns, in Training Camp activities, and in particular with the Rotary Soldiers Club. Thousands of young men used the facilities of the Club, which stood on Peachtree Street where Davison-Paxon's store is now.

During the next two decades Rotary continued to grow in stature and in influence. The Educational Foundation was





Old Timers  
Rotary Club of Atlanta.  
Piedmont Driving Club  
April - 19 - 1938.



Oglethorpe University presented honorary Doctor's degrees to James A. Farley, Ivan Allen, Glenn Stewart, Thomas Kimmwood Peters, Albert H. Collins, Rev. A. R. Stuart, and Robert M. Nelson, on May 26, 1940. Mr. Allen is shown kneeling to receive his degree from Edgar Watkins, President of the Board of Directors of the University.



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established in the Twenties, and its revolving fund has helped hundreds of Georgia boys and girls to get a college education or to pursue graduate study. In 1927, shortly after the death of Bert Adams, who had meant so much to Rotary both locally and nationally, it was decided to establish a lasting memorial to him in the form of a Boy Scout camp to be called the Bert Adams Boy Scout Reservation—this has been in operation now for years. In 1936 the “Old Timers” banquet was initiated, all members who had been Rotarians for more than twenty years being eligible to attend. The next year, in 1937, Mr. and Mrs. Allen attended the Rotary International Convention held at Nice, France. More than 5,000 Rotarians representing sixty-five different countries were present and for the first time a Continental European, Maurice Duperrey, was elected International President.

The year 1938 saw Atlanta Rotary celebrating its twenty-fifth anniversary, for which occasion Ivan Allen wrote the following résumé:

Any movement that has endured for 33 years and which has extended its gospel of service and good will to the four corners of the earth is certainly one to challenge and hold the attention and interest of all thinking people. Any city that has had the beneficent influence of a Rotary Club within its boundaries for 25 years, such as Atlanta, cannot help but be a better city in which to live, make a living, and raise a family.

The Rotary Club of Atlanta, operating as a unit, and through the lives of its individual members, has made many worth-while contributions to the civic, cultural, and religious life of this city. This carries with it a tremendous responsibility to measure up to the high standards which the Charter Members have set. We must keep constantly in mind as Rotarians that while our accomplishments of the past 25 years have been praiseworthy, they give us no ground for complacency, but are in fact a daily reminder of the potentialities of the future, to the end that we embrace every opportunity for service to the community and for the elevation of the standards of the business or profession which we represent in

## IVAN ALLEN: A RESOURCEFUL CITIZEN

the Club. Let us resolve to make our accomplishments but stepping stones to higher and better things.

Here is the record of your Charter Members in 1938:

### *DECEASED*

Albert S. Adams	Jack Lewis	W. S. Lounsbury
H. W. Anderson	Howard Geldert	Chas. D. Atkinson
Fred Houser	Wm. F. Parkhurst	Chas. T. Byrd
	W. S. Byck	

### *MEMBERS OF CLUB 1938*

Ivan Allen	*Henry W. Grady	Fred A. Hoyt
*E. H. Cone	H. G. Hastings	*H. Y. McCord
*R. L. Foreman	Evelyn Harris	Fred W. Patterson
	*L. D. Hicks	

### *NOT MEMBERS OF CLUB 1938*

Francis E. Kamper	*J. A. Thomas	Jack Carlton
J. Lee Barnes	LeRoy Rogers	*Frank Foster
J. L. Stanford	Wyley West	*George M. Green
Ben Lee Crew	W. L. Halstead	*W. B. Seabrook
E. H. Goodhart	Boyd Perry	Paul B. Reese
J. T. Rose	James T. Scott	Clarence Tripp

And here are the facts. Not one of these Charter Members was ever formally elected to membership. No membership committee spent hours inspecting their eligibility to Atlanta Rotary. Their names were never submitted to a committee or the Club for approval or objections. No classification committee determined their proper classification. Never were they introduced to the Club as new members. They simply signed some sort of a card, or did they sign anything? No. The above members were just hand-picked by four young fellows in Woodrow Wilson's old law office on Marietta Street, June 18, 1913, and those four young fellows, founders of Atlanta Rotary were: Howard Geldert, Evelyn Harris, Henry W. Grady, and Ivan Allen.

Also in connection with the Silver Anniversary, the book "Rotary in Atlanta: The First Twenty-five Years" was pub-

\*Deceased 1948.



## ROTARY

lished. Three years previously the Club had concluded that it would be a splendid idea to have the history of the Club written for its silver jubilee, and Ivan Allen had been named Historian, to do the job. It was far from an easy job, as many of the early records were lost and those in existence were for the most part sketchy. But Allen's own personal scrapbooks yielded many facts and he himself, having been the "Father" of Rotary in Atlanta, was a mine of information. The book he produced could hardly be improved upon. It makes highly interesting reading even for a layman and the wide acclaim with which it was greeted in Rotary circles may be shown by the following excerpts from some of the hundreds of congratulatory letters Allen received:

Ivan and Bert attended the Buffalo Convention in 1913 and there hooked up their club with the ideals that ever afterward were to guide Rotary around the world. From that meeting until now the leadership of Atlanta Rotarians has been conspicuous. Bert rose to the highest distinction Rotary can confer; Ivan served it as one of its foremost leaders at home and at a distance. Surely, through them and their intimates, Atlanta has been in the very front in shaping and spreading of the ideals of Rotary.

I fear to cite all of you Atlanta men . . . You look out at me from these rich pages Ivan Allen has composed and I thank him and the Club sincerely and warmly for this clear and consecutive record of Rotary evolving to its best. [Allen D. Albert, Past President, 1915-16, R. I.]

The publication of such a book as this is an outstanding achievement and bears testimony to the many years of outstanding service which the Rotary Club of Atlanta has contributed not alone to the community of Atlanta and the 165th District, but also to the upbuilding of the Rotary movement. Ivan Allen's recital of the history of your club is a splendid monument of past achievements and a fine background for the upbuilding and continuation of the outstanding service that has characterized Rotary in Atlanta since its organization in 1913. [Chesley R. Perry, Secretary, R. I.]

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Ivan Allen has certainly done a fine job. This book is far more than a history of the Atlanta Club. [Paul P. Harris, President Emeritus, R. I.]

It's one thing to have the ability to collect material of a historical character from many sources; it's another thing to be able to arrange that material into a logical sequence for publication. Ivan Allen has succeeded admirably in his task, and the result is a book that is not only interesting but will have added historical significance as the years go by. [Emerson Gause, R. I. Secretary.]

It is complete without being tiresome. [Clinton P. Anderson, Past President, R. I., 1932-33.]

A wonderful job as historian of the Atlanta Rotary Club, and I deem it a real privilege to have a copy of "Rotary in Atlanta." [Will R. Manier, Past President, R. I., 1936-37.]

I think it is a marvelous piece of work. [Maurice Duperrey, Paris, France, Past President Rotary International, 1937-38.]

A source of guidance and an inspiration to all those who today and in the future must carry on the light of Rotarianism to higher and better things. [Glenn C. Mead, Past President, Rotary International, 1911-1913.]

Indeed, it cannot be denied that Ivan Allen succeeded most admirably in fulfilling the purposes which he set forth in the Foreword:

In compiling this brief History of Rotary in Atlanta, your historian had three objects in view. First, to celebrate, in a fitting manner, the Silver Anniversary of the founding of the Atlanta Rotary Club, which occurred on July 2, 1913; second, to recapture for older members of the club memories of a fellowship that has continued through a quarter of a century, and, third, to present to new members, in a souvenir form, a record of past accomplishments of the Atlanta Rotary Club to serve both as a guide and as an inspiration for future advancement.

For these reasons, no attempt has been made to write a complete story of the Atlanta Rotary Club. Only the "high-lights" of an interesting, useful, and often-times eventful career have been touched upon. . . .



## ROTARY

The Atlanta Rotary Club has a record of which no member need feel ashamed. From its first year, it has stood for rigid business ethics and idealism which has placed service above self. Its founders were early arrivals in the organization. . . . Its charter and early members soon determined to place first things first . . . to value fellowship, cooperation and service above business-getting and money-grabbing. . . . Ever since those early days the Atlanta Rotary Club has enjoyed a quality of leadership rarely found in a business, civic or social organization. One cannot read, even casually, the stories of its early administrations, without becoming convinced that Atlanta Rotary, in those days, was a tremendous power for good. It left its wheel-prints upon the history of Atlanta. . . . Rotary is no longer a happy idea and an interesting experiment in altruism. Through a quarter of a century of growth and development, it has demonstrated that it can bring out in its members those qualities of tolerance, public-spiritedness, and leadership needed to meet the new demands of a new day.

In the twenty-sixth year of his membership Ivan Allen wrote the following letter to Howard See, that year's president of the Atlanta Rotary Club:

Having been a member of the Atlanta Rotary Club for more than twenty-five years I desire to apply for "Senior Membership" and request that my good partner, Charles M. Marshall, become the active member representing our classification.

May I say that no man values his membership in Rotary any more than I. It keeps us in touch with the great thoughts of the day. It broadens our horizon and continues our education and it presents a hope of golden days to come. It has occasional sparkling humor that makes one's pathway smoother and one's sorrows and burdens easier to bear.

I relinquish my membership to make room for younger, more ambitious, more courageous members.

By parenthesis I want to say that I am not sixty-five years old but I have been a member for over twenty years and it is for that reason that I ask the change in membership.

On hearing of this step taken by his old friend, Chesley Perry, who had been Secretary of Rotary International when

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the Atlanta Club was formed and who still held that position, wrote to Allen:

I notice that in accordance with your long established altruistic point of view you have surrendered your classification so as to permit some other member of your club to have it. I am sure that you will not be any less active member because you are a senior instead of a classified member and hope that whenever you get to Chicago you will always come to see us.

Mr. Perry was not wrong in thinking that Allen would remain an interested and vital member in his new status. He is to this day one of Atlanta's most prominent Rotarians and takes an active and constructive part in the work of the Club. In 1948 the International Convention was held in Rio de Janeiro, Brazil; Mr. Allen attended, accompanied by Mrs. Allen. It was his seventh international convention and culminated his thirty-fifth year in Rotary.

One among the many things Mr. Allen has done for the Atlanta Rotary Club since becoming a Senior member is to write this précis of Rotary, which has been widely used not only in Atlanta but throughout Rotary:

### *Rotary Is Not:*

A Social Club  
A Debating Society  
A Chamber of Commerce  
A Religion  
A Lodge  
A Church Society  
A Trade Association  
A Money Raising Organization  
A Gridiron Club  
A Resoluting Club

### *Rotary Is:*

A large group of one leader from each of the professions or one executive from each kind of business.



## ROTARY

They meet regularly once a week during the lunch hour and cultivate each other's acquaintanceship and exchange information.

Your selection as a member means that you have been picked to represent your business or profession,

### *Because:*

1. You are a gentleman who will fit in with the leaders in other businesses and professions.
2. You pay your debts not only in dollars but to your family, your community, and to your business or profession.
3. You are a leader of men and an executive and outstanding in some activity and interested in community life.

## CHAP 14 TER

### OGLETHORPE

AT the spring meeting of the Hopewell Presbytery in the year 1823, it was decided that a college for young men should be founded by the Presbyterian Church in Georgia. Product of this decision was Oglethorpe College, which was opened in 1835, in the outskirts of Milledgeville, then the capital of the State of Georgia. The faculty included such illustrious men as Joseph LeConte, internationally-known geologist, and James Woodrow, uncle of a man named Wilson who was later to become President of the United States. The school was patterned after old Eastern colleges like Yale and Harvard, and it enjoyed some years of pleasant and peaceful prosperity, graduating among other notables one Sidney Lanier, Georgia's most distinguished poet. This period, however, came to an abrupt end in 1861—faculty and students alike marched off to war, the buildings were used for barracks, and later burned.

Following the Civil War, some effort was made to revive Oglethorpe, but the times were too distressed to make such a venture possible. After a brief effort Oglethorpe closed again. Shortly after the turn of the century a second attempt at revival was made, with the idea of locating the college in Atlanta, and some Atlantans subscribed generously; but once more the endeavor resulted in failure.

Finally, in 1912, Dr. Thornwell Jacobs determined to try one more time. He wanted to see Oglethorpe situated in At-



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lanta, and with that end in view he journeyed through the South, preaching and lecturing about Oglethorpe and collecting what money he could. When he had raised about a quarter of a million dollars, he came to Atlanta to see if the city would not agree to raise the other quarter million which he felt would be necessary.

Fortunately for him, he was able to interest Capt. James W. English, Ivan Allen, and the editors of Atlanta's three large newspapers, James R. Gray of the *Journal*, Clark Howell of the *Constitution*, and John Temple Graves of the *Georgian*. At a called meeting of Atlanta's leading citizens the proposition was unanimously accepted. Captain English was asked to appoint a campaign committee, the whole story of Oglethorpe was publicized in the press, and the campaign goal of \$250,000 was announced.

What followed was one of the most amazing and successful campaigns that Atlanta ever experienced. By appointing Ivan Allen as Campaign Chairman, Captain English said that he virtually insured success. Allen organized canvassing committees, assigned territories with inspiration and dispatch; and on December 1, 1913, the actual work got under way.

In a whirlwind campaign lasting only a little over two weeks, the sum of \$225,000 was collected in amounts ranging from twenty-five cents to ten thousand dollars. Members of the canvassing groups met daily for lunch with Mr. Allen to make their reports, and a fine spirit of competition soon developed between the various teams. Allen's enthusiasm was infectious and kindled a like ardor in the workers, who proceeded to do a magnificent job. On December 20, at the final luncheon meeting, the executive committee, of which Mr. Allen was a member, promised to raise the remaining \$25,000 in another week, and the formal campaign was closed. In speaking to the canvassers at that final meeting, Allen praised them highly: "This has been the most magnificent

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campaign of the kind ever conducted in Atlanta. The committees have done exceptionally fine work from start to finish, and it is a credit to their enterprise, devotion, and self-sacrifice."

The following article quoted from the *Journal* of December 21, 1913, shows how Atlanta felt about the job:

The name of Ivan E. Allen has been on the lips and in the minds of all Atlanta during the past two weeks.

The surface reason is because Ivan Allen has headed the forces that have, with whirlwind speed and infinite resource, been pushing the Oglethorpe University project to success.

But the underlying reason is that Ivan Allen, in his personality, his temperament and his methods, is an embodiment of the "Atlanta spirit," that militant genius which has brought Atlanta from the ashes bequeathed by Sherman to her present status.

At that, Ivan Allen belongs to the younger regime. He is only 35. He has the enthusiasm of the boy of 20 and the judgment and the pertinacity that comes with the habit of battle, turning obstacle into advantage.

Look at Ivan Allen's chin. . . . It is the chin of a fighting man, determined, unyielding, somewhat like the chin that gives so much character to the face of Woodrow Wilson.

Blended with that determination is a resourcefulness that always finds a way, a magnetism that makes friends right and left and a concentration that never lets go once it has grappled hold with its objective point.

What Ivan Allen has done with the Oglethorpe campaign is history even now in the making. As commander-in-chief of the fund-raising forces, he has infused a steady energy into their efforts. He has devised ways and means. He has given lavishly of his time, never hurried, but always accomplishing.

One of Mr. Allen's friends asked him how he managed to find the time to direct the Oglethorpe movement and not to neglect his private business.

"Here's the secret," he answered. "To me, public business is private diversion. Now, every man must have some diversion, some slight let-up from the grind, or he goes stale. My let-up is in work that counts for public well-fare. That's my hobby. The hobby of some men is golf, some others bridge whist, some others



turkey-trotting. Well, it's no credit to me, but I just happen not to care for these diversions. But when I get in the swing of a big public movement that brings me into touch with every class of people, when I feel that I am accomplishing something big aside from chasing the dollar for myself, then I get the sort of relaxation that a man ought to have if he's going to stay in good fighting form."

That's a fairly accurate picture of Allen the man. Another is one given by a friend who recently called upon him at his place of business. Here it is:

"When I called at the offices of the Fielder and Allen Company early yesterday morning I hardly expected to find Ivan Allen at his desk, or finding him, I hardly dared hope that he would consent to an interview at the very opening of what I knew must be an unusually busy day.

"The man who conducts the largest office outfitting business south of the Ohio River, and as a safety valve for his almost super-human store of nervous energy, heads the Atlanta Convention Bureau—serves on the Board of Directors of the Atlanta Chamber of Commerce—is responsible for the financing of the Atlanta Associated Charities and occasionally forms a Rotary Club, or does constructive work with the Ad-men, the T.P.A., etc., has just shouldered the responsibility and brought to a successful climax the raising of the \$250,000 building fund for the Oglethorpe University.

"Chairman Ivan Allen sat at a huge mahogany glass-top desk with his department managers grouped around him and an enormous pile of mail in front of him. His cheery 'Good morning! Have a seat. I'll be through here in five minutes' came with a snap and a boyish grin. I made a mental memorandum of that mail stack and promised myself that the five minutes would, in all probability, stretch itself into a long half-hour.

"Nevertheless, my orders were to interview the Chairman and I had no intention of missing this little peep behind the scenes. The mail had been opened and stamped with the little 'time you lost' detective. Ivan Allen waded into it as though he knew intuitively just what each piece contained. He dealt the orders, checks, price quotations, bids, solicitations and general correspondence to his lieutenant with a swift certain sureness that reminded one of the veteran card sharp dealing to a six-handed game.

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"He knew the past, present and future of every firm or person represented by this mass of correspondence.

" 'Tell Jones to pay his October balance and we will accept his proposition.' 'Write Johnson that the steel filing cabinets are being made to fit the north wall of his bookkeeping department and that a slight delay is only natural.' 'Credit Smith with this check and ask him about that railroad contract in Texas.'

"Did you ever hear an automatic shotgun at work in the stubble when the quail were flying thick and fast? Biff! Biff! Biff! Steady, sure, no foolishness about it; no wasted ammunition; just straight, clean-cut business, with lost time eliminated to the fraction of a second.

"The five minutes wasn't nearly used up when Chairman Ivan Allen dismissed his executive force, passed a cigar and remarked that Fred Houser was so happy over Atlanta's landing the Good Roads Convention that there would never again be any real question as to which was really and truly 'the happiest moment of his life.'

"What has the Good Roads Convention got to do with the Oglethorpe University fund, I wanted to know. 'Everything,' answered Ivan Allen. 'Atlanta in subscribing a quarter of a millions dollars to this fund strengthens her lead, justifies the faith of her people and gains through national publicity of the best possible kind, a place in the hearts and minds of the American public that couldn't be bought with a million dollars' worth of newspaper space.'

"The success of the present campaign meant so much more than the public realized. Why we discovered twenty men among those who have devoted the past three weeks to this work who have enough brains, energy and fight in their systems to build three universities if it were necessary. These men have been right here for years, but Atlanta did not know them until now.

" 'Success in city building consists in doing all of the apparently impossible things. Chicago, some years ago, adopted the slogan, "I will." Atlanta can look back over the past five years and say "I did." That's why the Shriners, the good roads experts, the scientists and the photographers of the world all wanted to come to Atlanta in 1914. They wanted to see the city and mingle with the people that really count. We call it the Atlanta Spirit for lack of a better name.



## OGLETHORPE

“ ‘I would tell you that it is love of home and civic loyalty that will, can and is building the greatest, cleanest, most prosperous city in all this glorious southland.’ ”

Ivan Allen is that rare combination which generally makes for success, a fighter and a dreamer, something like Lloyd George, the British Chancellor of the Exchequer, and for much the same reason, for there is the magical Welsh blood in the veins of the Atlantan and the Englishman. He was born in Dalton, Georgia, of English and Welsh descent. On his mother's side he is connected with David Reese, one of the signers of the Mecklenburg Declaration of Independence.

Ivan Allen's education was obtained in the grammar schools of Dalton. Shortly after graduating he moved to Atlanta, and was one of the pioneers of the modern office supply business. The going was hard at first. The line of business was new, and the obstacles many, the times hard. But through his energy and persistence, his personal appeal and his innate shrewdness, he built up a success until today he is recognized as one of the foremost business men of Atlanta, bidding for all the honors that civic Atlanta can give.

In his public spirit and in his devotion to work, Mr. Allen typifies the class of young men who have made the Atlanta of today. His personal methods, as exemplified in the earlier part of this article, contain largely the keynote to his success.

“The public welfare is my private diversion.”

When the young men of any city make that their slogan, the destiny of that city is assured. Incidentally, the destiny of the young men is assured along with it.

Mr. Allen has proved that assertion, and is in the way to establish it even more largely.

To return to Oglethorpe, even after the close of the formal campaign, the work of gathering further contributions went quietly on, with Mr. Allen in charge. Such progress was made that by January 1915 the cornerstone of the first building was laid. Meantime the business of setting up the official University organization was also going ahead. Early in January of 1914 the Board of Directors had met and appointed three committees—executive, ways and means, and finance. Allen

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was chairman of the last of these and a member of the first. There was much talk of who would be president of the college, and at one time Woodrow Wilson, then President of the United States, was seriously considered. This did not come to pass, and early in 1915 the Directors met and elected Thornwell Jacobs. By the fall of 1916 Oglethorpe was at last ready to receive her first class.

Ivan Allen remained as finance chairman, supervising the handling and disbursing of all funds, until he resigned toward the middle of 1923. For some years after this Mr. Allen took no part in running the college, but his interest in it did not fade and he kept informed about its affairs.

Then in 1940 Oglethorpe conferred upon Ivan Allen the degree of "Doctor of Public Service" in recognition of his outstanding achievements in his chosen field, and also in recognition of the debt the college owed to him. Early in 1940 President Jacobs wrote to Mr. Allen:

I am writing in behalf of the Board of Directors of Oglethorpe University to request the privilege of conferring upon you, on the occasion of our approaching commencement, May 25th and 26th, the degree of Doctor of Public Service in recognition of your outstanding achievement in your chosen field. . . . You may be interested in knowing that among your predecessors in receiving this and similar honors at our hands are President Woodrow Wilson [who had in fact received the first degree ever given by the resurrected Oglethorpe], President Franklin Delano Roosevelt, Bernard M. Baruch of New York, Chancellor John G. Bowman of the University of Pittsburgh, Edward W. Kemmerer of Princeton University, Harlow Shipley, director of the Harvard University Astronomical Observatory, and others of similar quality.

Upon receiving Mr. Allen's letter of acceptance, Dr. Jacobs replied:

It seems nice to have you intimately associated with the life of the college again. It gathers up all of the values of many hours of hard work which you did for us in years past and at the same



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time expresses, in behalf of Atlanta, the appreciation of all good citizens of the fine work which you have done for your city and its institutions.

James Farley, then Postmaster-General, also received an honorary degree at the same commencement. At the luncheon on the day preceding the exercises Mr. Allen was called upon to make a short talk. He spoke of the value of education, and the part that universities are called upon to play in our time:

The service of institutions of learning is not private but public. It is plain that as the nation and its affairs grow more and more complex and its interests begin to touch to the ends of the earth more efficient and enlightened men are needed. The Universities of the country must take part in supplying them. In order to serve the State, it must have unity of purpose, it must deal with the spirit of men and not with their fortunes. We must not lose sight of the fine conceptions of a general training which led our Fathers in those days when men knew how to build great States, great Colleges, and also to sustain them.

It was at this commencement that Oglethorpe's Crypt of Civilization was formally sealed. For the benefit of those who may not have heard of the crypt, it contains a record of life in the present time designed to be of assistance to the people of 8113 A.D., the year in which it is to be opened. This record is in the form of phonograph records, radio transcriptions, newspapers, books, magazines, radios, an electric toaster, models of hair styles, clothing, a pint of beer, pictures—in short as many samples of articles and methods in daily use today as it was possible to get into a space twenty by ten by ten. Each man receiving an honorary degree that year was requested to record a twenty-five word message for posterity. Mr. Allen, realizing the impossibility of compressing any high-sounding sentiments into such a span, delivered the following squib:

It is hoped by then you will find a new and better plan of select-

## IVAN ALLEN: A RESOURCEFUL CITIZEN

ing your political leaders, and it is hoped that your Press will give you more "run of the Mind" news in place of leg pictures.

The degree itself was presented with due form and ceremony at the Sunday night exercises at the Erlanger Theater. In addition to Allen and Farley, those receiving honorary degrees were Glenn Stewart, industrialist of Easton, Maryland; Thomas Kimmwood Peters, archivist of the crypt; Albert H. Collins, Alabama's Superintendent of Education; the Rev. A. R. Stuart, rector of St. Michael's, Charleston, South Carolina; and Robert N. Nelson, Savannah manufacturer.

The citation of Allen's degree reads: "Leader for a quarter of a century in the establishment and promotion of many social and public enterprises in the City of Atlanta, prominent and efficient leader in the business and industrial life of his adopted city."

Mr. Allen's aid to the struggling school was not yet destined to come to an end. He became a director once more about 1943; and in that year Mr. Philip Weltner agreed to take on the presidency, Dr. Jacobs having resigned, on condition that enough money be raised to pay off the outstanding indebtedness and guarantee the operating expenses of the coming year. Mr. Allen was again faced with the job of raising funds, a task which he approached with his usual vigor, productive of the usual successful results. He was asked to become Chairman of the Board in 1945, but, feeling that the job would take more time than he would be able to give to it, he declined.

His portrait hangs at Oglethorpe today, and the resolution adopted by the Board of Directors upon his resignation expresses their realization of the great service he had given the college in its time of trial:

Resolved that the thanks of the University be extended to Ivan Allen for his services during a period of uncertainty and extreme difficulty in which he displayed steadfastness and tenacity of purpose, and kept his associates true to the vision of a noble purpose.



This Diploma makes known that

# Durham University

On the Recommendation of the Faculty

has admitted

Joakim Ernest Allen

to the degree of

Doctor of Public Service

and that he is entitled to all the Honors, Rights and Privileges to that degree appertaining:-

Given in the City of Atlanta, in the State of Georgia this twenty-sixth day of May in the year of Our Lord one thousand nine hundred and forty-

In Witness whereof the Seal of the University and the Official Signatures are hereunto affixed:-

School of Arts and Sciences

President of the University:-

Registrar:-





*Ivan E. Allen*

*Resolutions unanimously adopted by the  
Atlanta Chamber of Commerce*

*Whereas the Atlanta Chamber of Commerce during the year 1917, under the leadership of President Ivan E. Allen made a record of great usefulness and in its constructive work for the City of Atlanta, the State of Georgia and the Nation, did substantial service to the cause of liberty at the most critical period in the world's history, with incidental benefits of incalculable value to this community, and*

*Whereas under his leadership this organization became a factor of National importance, bringing increased recognition and favor to Atlanta from our great Government as well as from our fellow citizens and co-laborers in other communities, therefore be it*

*Resolved by the Directors of the Atlanta Chamber of Commerce that the thanks of this body are due and hereby tendered to Mr. Allen for his splendid public services and that copies of these resolutions be furnished to the press as well as to Mr. Allen and that a permanent record be made as an evidence of the appreciation of this organization for the untiring and unselfish efforts of a distinguished public servant.*

*In witness whereof the official signatures of the President and Secretary are hereby subscribed, this 14<sup>th</sup> day of March, 1918.*

*W. H. Cooper Secretary. A. R. White Jr. President.*



## CHAP 15 TER

### MERCHANTS ASSOCIATION

#### *Commerce*

I come no more in grey disguise  
With grasping hands and greedy eyes  
Living on larceny and lies.  
No longer does my mighty host  
Of ministers and servants boast  
Of giving least and getting most.  
But now with eyes greed cannot blind  
With willing hands and open mind  
I live in service to mankind  
And hold him first above the rest  
Who wears this motto on his breast  
"He profits most who serveth best."

C. HENRY

THE Atlanta Retail Merchants Association was organized in 1914. Its purpose was to promote co-operation among the retail merchants of the city and bring them into closer touch with one another, and to protect and further their interests. The Association stated in one of its brochures, written by Mr. Allen, that "The buyer's interest is the cornerstone upon which the association bases its activities. Its power and influence are arrayed against business practices which jeopardize the integrity of the retail trade. It establishes a new standard in commercial dealings and destroys those doctrines which undermine mutual confidence between the buyer and the seller. And the good of a member, impossible of accomplish-

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ment by the individual alone, is easily attained through the strength of the association."

In the Association's eighth year, Ivan Allen was elected president, succeeding W. M. Brownlee. The election took place at the annual banquet, which was quite a gala event. Colonel Paxon acted as sergeant-at-arms and brought out a special "Merchants Edition" of the *Atlanta Journal*, the front page of which was devoted to a report of the Association's work during 1920, with pictures of the incoming officers and a series of live articles about them.

In his speech of acceptance Mr. Allen declared: "The motto for the Association, for 1921 at least, shall be—To foster the trade and welfare of Atlanta." He emphasized the importance to any city of the retail merchants, whose rents make the high property values, whose insurance premiums, advertising, utilities costs mean so much to business prosperity, and whose taxes contribute so much revenue. He stated that frequently the public did not realize how much good the Association did—"The best work that has been done by all organizations is that accomplished through small committees and confidential work in preventing something from happening; and since it didn't happen it is never listed to the membership as an accomplishment." He indicated the direction which he considered the group ought to take during the next year—"The war is over, domestic problems, local problems are of the first importance and are pressing us for attention."

In setting up his board of directors, Mr. Allen used a system entirely new. He chose a representative from each particular line of business to serve as a sort of "cabinet." Each of these men attended to the interests of their special division, working together only on matters affecting the whole retail trade. This plan worked so well that it has been continued.

At that time, there were no millionaire merchants in the city of Atlanta, and Mr. Allen, as President of the Retail



## MERCHANTS ASSOCIATION

Merchants, was asked to write an article for *The City Builder* (the Chamber of Commerce publication) explaining why this was so. This is what he said:

Merchandising is the only line of effort in Atlanta that has never produced a millionaire. And the reason is—stiff competition. While it is the largest business in the city, requiring the greatest amount of capital and foresight, conditions have prevented the development of a local merchant prince.

Property owners in considerable number have made their fortunes on Atlanta real estate, and most every other occupation has brought forth its particular Croesus, while the merchant has carried on, mostly a success, but rarely an outstanding winner. Competition with Broadway is the answer. Our retailers must carry as fine stocks as New York or Philadelphia and sell them just as cheaply to hold the business of the large body of buyers who know what they want.

Both the requirements of the Atlanta merchants and their ability to meet them are right up at the top of the ladder. At the same time business is better year by year here than in most any other section of the world. Cotton, in its ups and downs, has less effect on local trade than in any other city of equal influence and scope. Commercial shocks are less severe and normal conditions are sooner resumed. There is a self-sufficiency within the Atlanta merchants that braces any situation and recovers it with more alacrity than is usually the case.

Payrolls in themselves are not what make a town, but the kind of payrolls. One hundred workers in a factory requiring the least intelligent service are not comparable in purchasing power to a dozen who occupy offices and are employed at high salaries. The goods that the first group buy are staples upon which there is a very narrow margin of profit. These people pay no taxes and own no homes, and in many instances have to be looked after by the city in sickness and distress. The office class do pay taxes, own homes, and buy a large portion of goods that mean money to the merchant. While the class mentioned first is not discounted in their patriotism and good citizenship, it is a fact that the others spend more money and make more business for the merchant, which is the thing under discussion here.

Because of the stability of Atlanta and its strong front against

## IVAN ALLEN: A RESOURCEFUL CITIZEN

all bad conditions, there are fewer failures among its stable merchants than any other city of anything like its size. To sum up, Atlanta is hurt least by slumps and recovers quickest; has a larger proportion of profit-paying trade than any other city in the South; has a steady trade that demands the best and is willing to pay for it; is a city that within itself is equal to every emergency and requirement, with a citizenship that pulls together for the general good, without in the least passing up wholesome and stimulating competition.

Incidentally, it is no longer true that Atlanta has no millionaire merchants. Perhaps the fortunes are not comparable to the huge ones of the West and East, but Ivan Allen himself has forged ahead to disprove his own early statement! But to return to 1921—

The Retail Merchants enjoyed a very successful year. From Allen's annual report, the following information regarding the year's activities can be gathered. In the spring of the year the Atlanta Opportunity School was established. The Retail Merchants took a particular interest in it, and found that in turn the School benefited the merchants by training their workers. The Atlanta Automobile Association became affiliated with the Retail Merchants, and put on their first Great Southern Automobile Show in March. The legislative committee did good work in preventing tax legislation that would have been injurious to trade, and Allen urged that this work be kept up and that in addition positive steps be taken to put through measures that would be advantageous. Excellent work was done in discouraging "fly-by-night" traders, and the sale of false stock—there was a slogan, "Before you invest—investigate." A new service was instituted through the office of the Association. Free advice on accounting, auditing, advertising, sales, business correspondence, credits, and collections was given, and this proved of particular benefit to the smaller members of the Association. Monthly meetings of the entire membership were resumed; monthly meetings of the



## MERCHANTS ASSOCIATION

board of directors were initiated; and the Association joined in all civic movements toward building a greater and more prosperous Atlanta. There were three things of particular interest: First, the Detective Department was separated from the Association and changed to The Stores Mutual Protective Association. This worked out to the advantage of both, making the latter more independent, and for the former avoiding the possibility of damage suits and adverse criticism. Second, quoting directly from Mr. Allen's report, "Through the Executive Secretary's office, a department known as 'Censorship of Advertising Mediums' functions, the purpose of which is to save the Atlanta retail merchants the burdensome expense of advertising in advertising mediums that are worthless and unprofitable. The members of our association have the right to refer all such mediums approaching them for advertising to the Executive Secretary's office, to be investigated by the Special Advertising Committee. If the Special Advertising Committee finds that such medium is, in their judgment, unprofitable, they decline to issue a letter of approval on it and the merchant is relieved of the embarrassment of individually rejecting all such matters. Every one of our members who have taken advantage of this service have saved the amount of their dues in the organization many times over."

The third thing was an exceptionally successful membership campaign. Thirty new members were brought in during a single month, and the total membership was increased by about thirty percent.

In making his report at the close of the year Mr. Allen strongly recommended the appointment of a committee on merchandising ethics and standards. Such a committee was set up during the following year.

The members of the Retail Merchants presented a handsome silver urn to Mr. Allen when he left office, and the *Atlanta Journal* in an editorial of January 28, 1922, summed

## IVAN ALLEN: A RESOURCEFUL CITIZEN

up the general feeling about his latest accomplishment: "Mr. Allen's administration was notably successful, adding a fresh laurel to his already bright crown of civic leadership as a past president of the Chamber of Commerce and the Southeastern Fair."

By the middle Twenties a great need had developed for a statewide association that would represent all the merchants of the state. The idea of organizing such an association was fostered by Ivan Allen, and with J. P. Allen and Lew Austin he persuaded the Atlanta Retail Merchants to finance and sponsor it. The three men held meetings all over the state, and found that their plan met with an enthusiastic reception. On May 29, 1929, the Georgia Mercantile Association was officially launched. It has proven its worth to Georgia's merchants many times over during its existence—for one thing, it has been the most positive means of defeating the retail sales tax in the state. For many years Mr. J. P. Allen has served as head of this Association.

Although he has held no elective office in the Atlanta Retail Merchants Association since 1921, Ivan Allen continues to do constructive work with it. In 1922 as chairman of the legislative committee he and Mr. J. P. Allen were instrumental in preventing the passage of an unlimited state income tax law. During that same year he served as chairman of a special committee which drafted and presented to city council an ordinance to protect retail merchants from street traders. This ordinance has been used as a model by cities all over the United States.

In 1927 Mr. Allen was made Chairman of the Executive Committee of the Board of Directors and still holds this place. He has also served frequently on the legislative committee, and during 1931 he did such outstanding work on this committee that J. P. Allen, in making his report as president, declared: "Too much praise cannot be given Ivan Allen, who



## MERCHANTS ASSOCIATION

served as Chairman of our Legislative Committee. He worked untiringly and unremittingly, and he seemed to do just the right thing at the right time. The merchants of Atlanta and of Georgia are indebted greatly to him for his service."

## PRESIDENTS OF THE ATLANTA RETAIL MERCHANTS ASSOCIATION

F. J. Paxon	1914-15	Deceased
W. W. Orr	1916-17-18	Deceased
J. P. Allen	1919	
W. M. Brownlee	1920	
Ivan Allen	1921	
Samuel Rothberg	1922	
T. H. Latham	1923	Deceased
A. L. Myers	1924	
T. L. Stokes	1925	
L. A. Witherspoon	1925	
Frank Neely	1926	
W. O. Foote	1927	Deceased
G. C. Green	1928	
John C. Sage	1929	Deceased
Sinclair Jacobs	1930	
J. P. Allen	1931-32-33	
T. C. Dickson	1934-35	
A. E. Foster	1936-37	
Paul D. MacQuiston	1938	
H. L. Ebersole	1939-40	
A. L. Zachry	1941-42-43	
Oby T. Brewer	1944-45	
R. H. Rich	1946-47	
Frank Maier	1948-49	

## CHAPTER 16

### THE SOUTHEASTERN FAIR

ALMOST everybody likes to go to a fair. The word alone brings up a picture of gaiety and good times. But there is another side to the picture, too. Since the dawn of commercial history, fairs have been one of the incubators of enterprise. Many an invention has been introduced to the world, and more than a few industries have had their beginnings, at fairs. The origin of the fair stems from religious meetings, for in times past those were the only gatherings that drew people together in large numbers and from great distances, thus affording the merchants an unparalleled opportunity to display their wares. Gradually the commercial side of such expositions got the upper hand. Fairs began to be held periodically in specific places; and by the 10th Century they were regular institutions in many a Continental city. The Leipzig Fair, one of the oldest, has been an annual event since 1200 A.D.

In the United States, the first fair of the type we know to-day was held in 1876 in Philadelphia—The Centennial Exposition. It had more than fifty thousand exhibits, designed to show the progress we had made in our hundred-year history in every phase of life. It was the first of many, dotted through the years of our national life like mileposts, growing at last to international proportions.

The South, primarily an agricultural country to begin with, has always been strong on fairs, and the State of Georgia and the City of Atlanta have been far from lacking in this "fair



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spirit." Before the Civil War, Georgia held her State Fairs at Stone Mountain, but after the War this custom was not resumed. Only a few years passed, however, before local fairs were being held again. In 1877 the Georgia State Agricultural Society held a fair, followed the next year by one of the North Georgia Stock and Fair Association. Then in 1881 Atlanta staged the first of the great fairs which have had so telling a part in making her a leading city of the South. It was called the Cotton Fair and Great International Exposition, and it was promoted by H. I. Kimball, of Kimball House fame, who raised the money for the venture not only in Atlanta but in New York, Boston, Philadelphia, and many other Western and Northern cities as well. The trek of the cotton industry from North to South was started by this Exposition. As Mr. Allen likes to say: "It brought the cotton mills of New England to the cotton patches of the South." For after the fair was over, the Exposition Cotton Mills, first branch of today's great Southern textile industry, took over the site for the erection of their plant.

This Southward trend of the cotton mills was given added impetus by Atlanta's Piedmont Exposition, which took place in 1887.

But in 1895 Atlanta surpassed all her former fair efforts. That year marked the opening of the Cotton States International Exposition, the largest ever seen in the South and one of the largest of the country up to that time, with exhibits from all over the United States and from many foreign countries. Attendance passed the million mark, an astounding record for that day. A brilliant affair, it nonetheless might have ended in fiasco had it not been for Mr. Samuel Inman. The Exposition Committee had spent large sums on promotion, and during the last months of the show they came to the realization that they were deeply in debt. Ruin threatened; but rather than have this Mr. Inman stepped in and personally

## IVAN ALLEN: A RESOURCEFUL CITIZEN

paid off the indebtedness of \$50,000—a sum equivalent to about \$5,000,000 at the present rate of value. The beneficial effects of this Exposition were far-reaching in the stimulus given to the Southern textile industry, and it was a potent factor in overcoming the effects of the 1893 depression.

A tangible evidence of the Cotton States International Exposition remains in Atlanta today—Piedmont Park, the site of the fair, was given to the city by the Exposition Company.

For the next decade or so Atlanta's fair spirit went into retirement. Then came 1914. About that time the Panama Canal was opened, the *Lusitania* was sunk; there was a war in Europe, but it was not going to involve us. In Georgia John M. Slaton was Governor, James G. Woodward was Mayor of Atlanta, and Macon was beginning to try to move the capitol to "the heart of Georgia." There was an annual State Fair in those days, held in Macon. The press began an agitation for Atlanta to do more for the "back country"—to improve livestock raising and agriculture. Atlanta was accused of being too smug, of taking no interest in trying to boost the rural areas of the state.

The Atlanta Chamber of Commerce had been helping to sponsor the Boys Corn Club shows since 1910. When all the furor began in the press, somebody suggested that this could be developed into a regular agricultural fair, bigger and better than the one at Macon, so that it would be a real challenge to the farmers to compete at it. First, a suitable location would have to be found, where permanent buildings could be put up, not too far from the main part of Atlanta. Next, financial backing would have to be found, workable plans of organization would have to be drawn up. It was an undertaking of major proportions. The Chamber appointed a committee to do some spade work on the question, and to interest the Retail Merchants Association and the city and county authorities in the idea. The gentlemen picked to serve were among



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Atlanta's finest—Walter G. Cooper, Preston Arkwright, V. H. Kriegshaber, H. G. Hastings, Brooks Morgan, S. B. Turman, Charles Whiteford Smith, C. H. Kelly, Beaumont Davison, Mell R. Wilkinson, and Ivan Allen. Soon the last two men, and Mr. Cooper who was Secretary of the Chamber, were devoting more than half their time to the fair project, and it is to these three that the ultimate success of the plan is largely due.

In looking for a site for the fair, the committee hit upon the old waterworks location at Lakewood. The city had bought this 370 acres—The Terry Mill Property—in 1874. It had been used as the city's water source until the development of the Chattahoochee River waterworks.

For financing it was decided to try for three equal sums—one an appropriation from the county, one an appropriation from the city, and the third by subscription to stock on the part of Atlanta's businessmen.

To arrive at plans of organization, several men were chosen to visit fairs all over the country, report their findings, and consolidate the best points of the various plans into a workable whole for Atlanta.

Finally all this preliminary work was completed and Ivan Allen was asked to make a report to a joint meeting of the Chamber of Commerce and the Retail Merchants Association:

In compliance with your request I am glad to submit a rough sketch of my incomplete idea of how a great exposition could be organized in Atlanta.

As a site, Lakewood Park, with several hundred acres and the largest body of water in the county, with proper approaches could be turned into the most beautiful and convenient exposition park in this country.

A landscape garden plan or plot for a complete five million dollar exposition should be made at once, and then work the "gun" on the grounds, finishing a unit of the general plans as fast as funds are available.

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This would give that part of town and county a magnificent park, furnished the year round with light, water, police and sanitary service; to be used eleven months out of the year for park purposes and leased one month out of the year to an exposition company in consideration of the company agreeing to hold a yearly exposition, and to spend two-thirds of the net proceeds yearly on the grounds for permanent buildings and improvements for exposition purposes.

The city of Atlanta to appropriate \$75,000 in 1915 for permanent buildings adapted to exposition purposes, all buildings to be standardized, fireproof, permanent construction.

The county of Fulton to appropriate \$75,000 in 1915 in money, labor and material for grounds and approaches.

The business men of Atlanta to organize a \$75,000 stock company. Shares \$100 par value. All common stock. Each share of stock to entitle the holder to one annual pass, and participation in one-third of the exposition profits, the other two-thirds yearly to be expended on the city and county property for exposition permanent improvements.

The capital stock of the exposition company to be paid in four quarterly payments. This capital stock to be spent each year to promote the exposition and paid back each year from the first receipts of the exposition to promote the next year's exposition and so on.

This plan makes the exposition a permanent institution, and on the success of the exposition depends a dividend, large or small.

Property to belong to the city, which will own all of the permanent improvements and never be obligated for any debts.

The exposition company to be a business organization free from politics, and it should be officered by business men who have the city and the success of the exposition at heart.

On this basis the first year it should be possible to make this the largest and most successful exposition ever held in the South since the Cotton States Exposition of 1895.

With only minor changes, this plan was adopted.

Ivan Allen was made Chairman of the Committee to sell the stock—preferred stock—to the businessmen; and at first it was pretty uphill work. He and his workers started in March



## THE SOUTHEASTERN FAIR

1915, and there were those who predicted that Mr. Allen had for once bitten off more than he could chew. But in spite of a slow start, in the end the stock was oversubscribed, a fact due almost solely to the personal efforts of Mr. Allen, with his vision and initiative and natural aptitude for financial affairs, and his talent for embuing others with his own enthusiasm.

On the evening of May 7, 1915, Mr. Mell Wilkinson gave a dinner to the men who had worked on the stock-selling. To Ivan Allen was presented a beautiful watch, because—according to L. D. Hicks, who made the presentation speech:

When the Creator had finished up a large order of mortals, he was so thoroughly dissatisfied with the finished product that he thought he would produce a man of unusual type, one that would counteract the ungainly critters that were the result of His day's work.

So He took a large portion of what we call the Atlanta Spirit, put it in the heart of a child, added the brains of a man, wrapped it in civic pride, covered it with brotherly love, gave it a mask of diplomacy and the inspiration of a city builder and called it Ivan E. Allen.

When the Creator looked over his handiwork, he realized that the finished man was too nearly perfect to be entirely lovable and that some bad trait must be developed—so he took away from Ivan the sense of time, and ordained that he should be late at Committee meetings.

In an effort to overcome this, we who have worked under Ivan's leadership not only in the Southeastern Fair Stock campaign, but in numerous other similar enterprises, which have brought millions of dollars to work for the upbuilding of our beloved city, decided that Ivan should have a watch as nearly perfect as human brains and skill could produce, feeling that this might help him to overcome the only bad trait that we have ever been able to discover in his make-up.

May every tick remind you of our love and high esteem, and may every hour that it registers be as productive of good results for you, your loved ones and Atlanta as those that have already passed over your old gray head.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

At last the time came when all the talking and planning and selling of the idea was done, and they were ready for the actual building to begin. On May 10, 1915, the contracts for the buildings and other work were let and the Southeastern Fair took its first steps toward becoming the South's largest public attraction. Ivan Allen was made a member of the Board of Directors and of the Executive Committee, and was named Chairman of the Building Committee. Incidentally he has served in this latter capacity during the Fair's entire existence and has made himself personally responsible for overseeing and directing each addition to the Fair's plant in every detail over this entire period of years. On two of the buildings there are bronze plaques bearing his name, the one on the Liberal Arts Building reading, "Ivan E. Allen, second President of the Southeastern Fair. An able executive, sound in finance, wise in counsel, a patriotic Georgian, and a potent factor in building up the Southeast."

In that summer of 1915 people in Atlanta continued to laugh at the idea of any really good exposition developing out at Lakewood. The work in progress was not visible from the carline. But by the first of November, to Atlanta's great surprise, the two buildings were almost ready to be used, the South Pryor Street Extension and the underpass under the Southern Railway were open, and the carline was rapidly being extended into the fair grounds.

Mr. Mell Wilkinson was president of the Fair that year, Mr. Allen was vice-president. The buildings were not complete enough to house a real exposition, but the annual Boys Corn Club show and a Hereford Cattle show (the first pure blood cattle show ever seen in Georgia) were held in one end of the Liberal Arts Building. At the same time a huge Harvest Festival was staged on the grounds, with parades, fashion shows, fireworks, and a hundred other diversions. It was a



## THE SOUTHEASTERN FAIR

howling success, and a good omen of even better things to come.

1916

*The Atlanta Journal, September 21, 1916:*

Everybody will approve the election of Ivan E. Allen to head the Southeastern Fair Association as its president.

It was the only thing to do.

President Allen has well earned the honor and distinction of election as the head of this great enterprise of Atlanta and the Southeast. No man has ever given better service to any civic affair. Night or day, sometimes night and day, he has been at the post of duty, regardless of the demands of his own business affairs; and adding ability to the time and effort which he has given unstintingly to the city, he has rendered it a surpassingly important service.

President Allen has surrounded himself with active and capable assistants, who have also given freely of their time and effort to the fair. Throughout he has been well supported in his chairmen and committeemen, and in Secretary R. M. Striplin, upon whom has devolved the active management and carrying out of the stupendous amount of detail, he has had a wheelhorse for work upon whom must rest much of the credit for the splendid success of Atlanta's first southeastern exposition.

The election of Mr. Allen means that the Southeastern fair is going to be a bigger and better institution. It means that its facilities will be extended and enlarged, and that it will in every way prove a greater and more attractive exhibition.

Atlanta has proven her wisdom in establishing the Southeastern fair, as well as in putting Ivan E. Allen at the head of it.

This was the year of the first real Southeastern Fair. The carline was completed, the fence was up. Everything was ready.

Ever a good publicity man, Mr. Allen had concocted a scheme for advertising the Fair which was really top-notch. Throughout Georgia went little blue enamel keys—keys which were threefold in purpose. First they advertised the coming Fair. Second, each key was a passkey to opening day of the

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Fair. And third, the lucky holder of the winning key (each was numbered) would become the proud owner of a handsome Reo car! That was really something to look forward to in 1916.

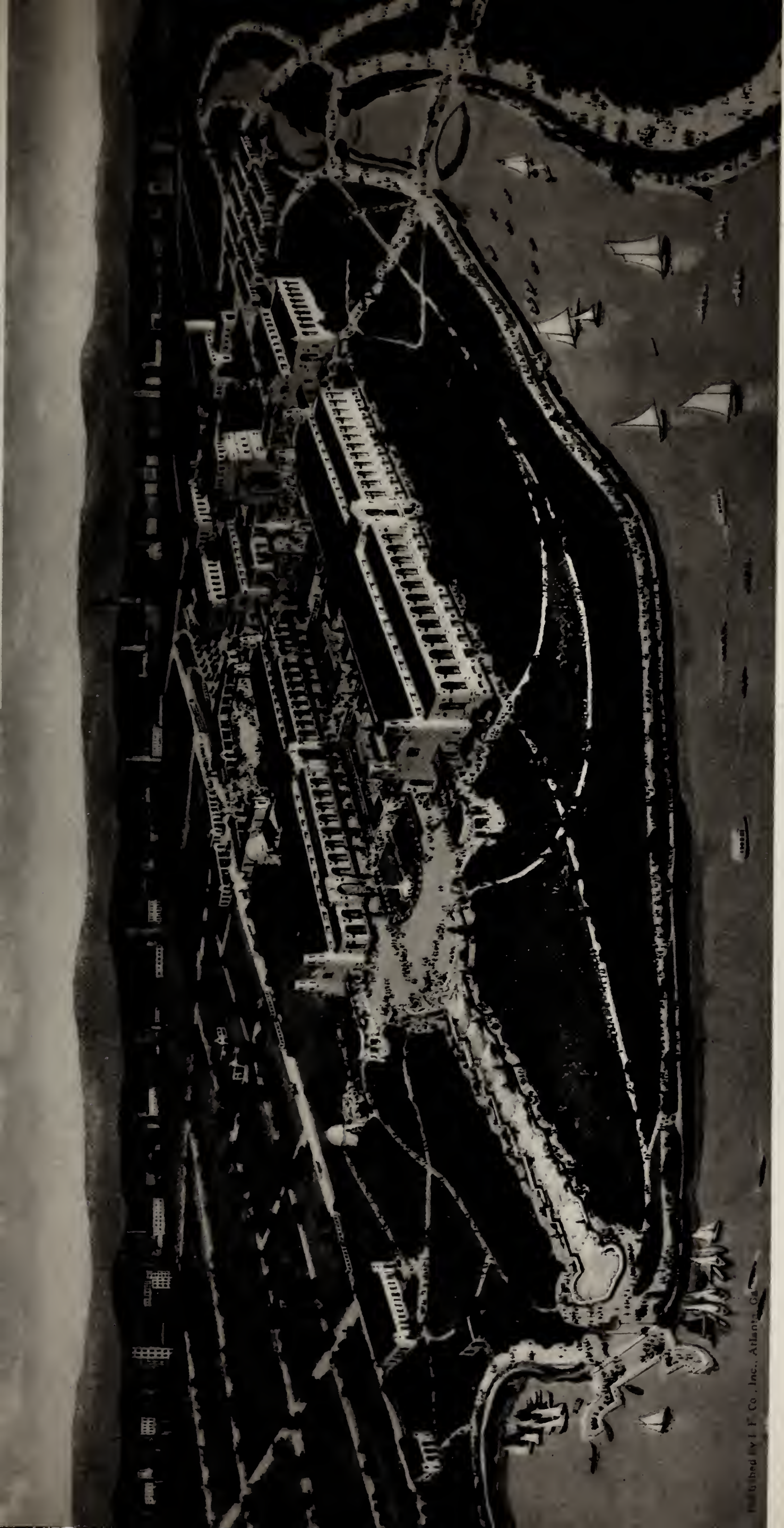
That fair surpassed all expectations. Many states besides Georgia took part in it. There were livestock exhibits, agricultural exhibits, art exhibits, farm machinery exhibits. There was an automobile show and a suffragette demonstration. There was a huge fireworks illumination. The women's department, in charge of Mrs. Samuel Lumpkin, took in all territory from pictures to pigs. There was a dog show—among the first to be held in the South. The midway was terrific, and so was the attendance. The unprecedented total of 60,000 people passed the gates in a single day.

But the attraction of all attractions was the horse racing. The four-mile track, winding around the lake in picturesque style, was the achievement of Fulton County. And the achievement of Ivan Allen was getting the Grand Circuit Races for Lakewood. Virginia had nothing on Georgia then!

At the close of the glorious week the name of Ivan Allen was being lauded to the highest, it even being suggested that he be made President of the Southeastern Fair Association for life. The stockholders of the Fair gave him a testimonial dinner, assisted by the Atlanta Stationers Club. For it was not the Fair alone that had claimed Mr. Allen's attention in 1916 as "extra-curricular" activity; the National Convention of the National Stationers Association had met in Atlanta in June that year and he had been the main organizer and sustainer of that by no means insignificant gathering. At the testimonial dinner, the Stationers Club of Atlanta, to quote one of the trade papers of that date:

. . . presented him with a handsome silver vase, filled with chrysanthemums, suitably engraved, in appreciation of the fact that he had put aside all other business and managed the details of the entertainment tendered by the Atlanta Stationers, during the con-





Artist's conception of the Southeastern Fair, about 1916. This plan is now nearly complete.





Founder's Day, October 3, 1949, at the Southeastern Fair honoring Ivan Allen, the Founder and president of the Fair in 1916. At a luncheon of fifty leading citizens of Atlanta the plastic bust by Julian Harris, Sculptor, which later will be cast in bronze, was inspected. Mr. Allen stands at the left, next Governor Herman Talmadge, Commissioner Doyle of Fulton County, and Mayor Hartsfield, mayor of Atlanta.



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vention week. The presentation in behalf of the Stationers Club of Atlanta, was made by Colonel John Aldredge. . . . This came as a complete surprise to Mr. Allen, who said: "I knew the stockholders (referring to the stockholders of the Southeastern Fair Association) were going to give me this party, but I thought the last thing in the world to happen to me would be to be faced by my competitors, who have gotten rich off my business which I have neglected on account of the fair, and with the profits have bought and now present me with a silver vase."

Mr. Allen was given another surprise later in the evening, when the Fair Association presented Mrs. Allen and himself with a handsome silver service, in the caddy of which there was \$1,000 in gold.

The cigars given out on this occasion were especially made, carrying bands containing a reproduction of Mr. Allen's signature. The boxes of cigarettes were done up in like manner and even the place cards bore his name. To one side of the attractive cover of the menu card was a photograph of Mr. Allen.

## FROM WORLD WAR I TO THE PRESENT

For the next five years the Southeastern Fair was headed by Mr. H. G. Hastings. The war and the terrible influenza epidemic had naturally a rather deleterious effect on the Fair but it made money nevertheless for three of these five years.

Ivan Allen, while serving as President of the Chamber of Commerce, as State Senator, and in numerous other civic capacities, kept his interest in the Fair at white heat. He made trip after trip to Washington and Cincinnati to secure a right of way for the railroad through Clark University, so that a side track could be run from the West Point Belt line into the fair grounds. He saw to it that the South Pryor Street Extension was finished and paved, and he pushed the completion of the railroad underpass. This brought the fair grounds a mile closer to the city—in fact, the Fair buildings are now the same distance from the Court House on the South as the Piedmont Driving Club is on the North.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

It would have been too much to expect, too much like a storybook, for everything to run smoothly for the Fair from its birth straight on up to its present age of thirty-five. About 1921 there was a great dust-up about the legality of the contract between the city and the Fair Association. But a special committee appointed to make a thorough investigation gave the Fair a clean bill of health, stating that every provision of the lease had been fulfilled and more besides. For instance, whereas the lease called for a return of 80 per cent of its profits into permanent improvements, the Association had actually returned its entire net income. In closing the report the investigating committee declared:

We wish to commend most heartily the unselfish and patriotic service which has been rendered not only to Atlanta but to the entire Southeast by the Officers and Directors of the Southeastern Fair Association, and recommend that the City of Atlanta co-operate with them in every way possible. Already the Southeastern Fair is looked forward to as the great event of the year in this section, and it is now recognized throughout the country as one of the leading institutions of its kind, and with the excellent gentlemen who are promoting it, and with the populous and prosperous section which it serves, we believe its possibilities for advancement and development are practically unlimited.

In 1924 a new lease with the city was negotiated, for a twenty-five-year period. For the next several years the Fair had its up and downs, with the downs in the majority. Debts accumulated, attendance fell off, buildings and property began to look shabby. It was only by the hardest of work that the Fair was kept in operation at all. Then the depression! The Fair had by that time not only lost all of its capital and got deep in debt, but it had lost its friends and the public had lost interest in it. There were balances due on the fence, on the Grandstand, on the Wilkinson building. The sewer was emptying in the lake. The lake was condemned. Notes were due, and creditors were pressing.



## THE SOUTHEASTERN FAIR

Ivan Allen and Col. F. J. Paxon pledged themselves to see that the Fair did not go under and that the stockholders got their money somehow. Together with Mr. Walter Hendrix they formed a Steering Committee. Colonel Paxon suggested that they interest some young men in taking active charge of the management. Mr. Mike Benton, President of the General Elevator Company, and Mr. John Armour, Credit Manager for Davison-Paxon, were approached. They were told the true financial situation, shown exactly what they would have to face, and given the assurance that the Steering Committee would stick by them, "sink or swim."

That was in 1933. That year the Fair was operated without any committees or organized help and the officers received no pay. Something over \$20,000 was made, every penny of which was applied to back debts.

The Steering Committee were delighted. In Mr. Benton they had found a real showman and a fine businessman. He saw the possibilities in developing the Park to help maintain the Fair, and he went about doing this with most satisfactory results.

From that time on the Fair has been visited by its share of difficulties, but its general trend has been steadily upward. Since Mr. Benton's advent as president, all debts have been paid and each year a fat profit has been made and invested in improvements—nearly a million dollars in all. The old buildings have been put in tip-top condition, two new ones have been built, and the property has been improved in divers other ways.

Ivan Allen has served as Chairman of the Board for the last fifteen years, and has frequently spent as much or more time on Fair business as on his private concerns. Of Mr. Benton he says: "Mike Benton is able, resourceful, industrious—a showman indeed. Without him the Fair would have failed."

The year 1946 brought one of Mr. Allen's happiest moments

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—the preferred stockholders were paid in full! All during the years of blackest prospects Mr. Allen had held firm to a resolve that those stockholders would be paid off some day—he felt a larger share of responsibility for the debt than did the others of the Fair Association because it was he who had done most to sell the stock in the first place. The payment of that debt gave him real cause for rejoicing.

Last year (in 1948) the fourth and last building in the original plaza plan for the Fair was completed. It is called the Benton Administration Building. Mr. Allen wrote the inscription on its bronze marker:

This Building is Dedicated to Mike Benton, Able, Resourceful, Successful Administrator. President of the Southeastern Fair Association, 1933–1948. Building Committee: Ivan Allen, Chairman. W. Tap Bennett, E. W. Gottenstrater, A. L. Zachry, Lee Evans.

Now in 1949 the Southeastern Fair Association's lease with the city expires. There will be only one more Fair held under the terms of that lease. In the last 25 years the Fair has come to be one of the South's biggest drawing cards—it is said that the annual attendance is even larger than that at New Orleans' Mardi Gras. It is the only Fair of its kind that operates without an annual appropriation of some sort from some governmental source, and it is the only one that operates at a profit. It has contributed more than any other one factor to the upbuilding of the poultry and livestock industry in Georgia. It and the Expositions which were its forerunners have played a vital role in the making of Atlanta. What is the future of the Southeastern Fair?

Mr. Allen says:

The last World's Fair was held in New York City in 1939, ten years ago. The site is now the world's greatest airport. Should Atlanta develop enough leadership to hold another world's fair, they have this Lakewood site with fireproof buildings intact; four



## THE SOUTHEASTERN FAIR

hundred acres of park, city-owned; with utilities, transportation, and a thousand other necessary improvements. Such a site would cost any other city that started from scratch to put on a world exposition of the Atomic Age at least five million dollars and would take at least two years to develop.

Certainly the time is right for a great World's Fair to be held in the South, either in New Orleans, Houston, Charlotte, Birmingham, Atlanta, or Dallas. The economic and social stimulus and good will created by such a Fair would benefit not only Atlanta but the entire Southeast. The new developments in air, plastics, ceramics, radio, television, refrigeration, electricity, and a thousand other new inventions, besides the regular commercial, machinery, agricultural, and industrial exhibits, would make a magnificent exhibition. It could be made to fill five times, ten times, the floor space of the Southeastern Fair Buildings. The site, the terrain, the improvements developed, and the acreage—except for a large automobile parking lot—could be put into immediate use. The Spanish type of architecture lends itself to exposition purposes.

Yes, five million is a conservative estimate of Atlanta's advantage over any of the cities mentioned except Dallas, which has a fine State Fair plant. This has been built up through large government appropriations each year in addition to the profits from the fair itself.

It has continually, since 1914, been the dream of the original organizers of this Fair in Atlanta that it would at some time be the site of a great World's Fair, surpassing in size and usefulness anything ever built before.

All that is needed with this five million dollar head-start is leadership. The kind we had in 1881 and 1895.

In this Fall of 1949, the Southeastern Fair Association is holding its last fair under the terms of the original lease that Mr. Allen helped to draw up. He says that no matter what the future of the Fair may be, he does not expect to be actively concerned in its affairs after this year. But regardless of what the next years may bring, the Fair will not forget Mr. Allen and his thirty-five years of loyal labor, bringing the Fair from its small beginning to its present vitality and success. Mr. Julian

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Harris has been commissioned by the Southeastern Fair Association to do a bust of Ivan Allen in bronze. The bust was not completed in time for this year's Fair, but the first rough model of it was shown at the Founders Day Luncheon which was in honor of Mr. Allen, as The Founder of the Fair. When the bust has been finished and cast in bronze, it will be presented to the Fair so that all those hundreds of thousands of Georgians and visitors to Georgia who in days to come will pass through the gates at Lakewood will be able to see the likeness of the man who, more than any other one person, made the Southeastern Fair.

### A TRIBUTE BY AN OLD FRIEND

When, on October 14 [1916] the gates of the great Southeastern Fair are opened to the wonderingly expectant people of the South, there will be one young Atlantian there, to behold, while yet very much alive, a monument to himself.

Not that it was so intended, but as a matter of fact, no man, be he "quick or dead" could have a finer memorial to his patriotic activities than that splendid group of buildings, which are, in a large measure resultant from the genius of Ivan E. Allen.

Ivan Allen says that the fair will be great, because the good citizens of Atlanta were willing to work for it. What he says is true; it has always been that way with Atlanta folk; but, nevertheless, there remains the fact that the energy, tact, resourcefulness and fighting spirit of its Chief Executive were the big factors in "putting over" what promises to be the greatest exhibition of Georgia's resources, ever staged or even contemplated.

There is no man, young or old, so inseparably linked with Atlanta destiny as this human dynamo, whose chief delight is boosting his home town. If you should walk up to any At-



## THE SOUTHEASTERN FAIR

lanta man and ask "Whoinell is this Ivan Allen I hear so much about?" you would be classified at once as a stranger from a very great distance, but the Atlanta man would cheerfully and with pride give you the desired information.

He would tell you that Ivan E. Allen is President of the big Fair and directly responsible for its fruition; that he is President of the Atlanta Convention Bureau, that he is the man who financed the Associated Charities, organized the Rotary Club, shouldered the responsibility (and got away with it) of raising a quarter of a million dollars for Oglethorpe University, is one of the original planners of Brookhaven Estates and Capital City country club, leader in the nation-wide movement for better roads, member of all the prominent clubs, prominent participant in many civic bodies and business enterprises, recently engineered the new membership campaign for the Atlanta Y.M.C.A. and as a climax to his public career has made possible the great buildings of concrete masonry which now grace the Southeastern Fair grounds, all ready for the initial day. He will tell you that these are just a few of the things Ivan E. Allen has accomplished or is accomplishing, just by the way of recreation, his principal and serious business being the management of the Fielder & Allen Company, which from a modest beginning, a few years ago, has become one of the largest and most influential office supply houses in the South.

What Ivan Allen has done for Atlanta is a matter of history, but it is interesting to wonder how and why he never relaxes in his whirlwind of municipal activity.

To one who has known him all his life, the answer is simply this: Concentrated energy.

As a small boy at school and later as a youth grappling with Latin verbs and squares on the hypotenuses of right angle triangles he systematized his approach; he always made it his business to take the verb by the root or the right angle triangle

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by its most vulnerable angle and lay them low. On the local diamond he was not a Cobb or a Speaker, but he could organize the boosters and marshal his playmates to success. That was what he was, an organizer, and analyst of the best way to bring about concerted action in a given direction. This principle stuck to him and, as he matured, Ivan Allen gave broader scope to his natural qualifications for systematizing things about him. He was born a gentleman, as a long line of distinguished ancestors proves, but as a youngster, if a scrap was absolutely advisable, he was not an advocate of "peace at any price." He was a fighter, when fighting was best, and he carries the fighting chin today, although he now fights adverse conditions instead of childish enemies. What he did then and now, he specialized on, studied every proposition with a view to bringing order out of chaos.

Like Napoleon, who said "there shall be no Alps" and St. Paul who wrote "this one thing I do," Ivan Allen has all of his life practiced concentration and the overriding of obstacles; it is not strange, therefore, that when Atlanta wants a big scheme fathered, she instinctively turns to this man, to whom the building of a university is a pastime and who would now rather look upon his fair buildings, these children of eighteen months' personal sacrifice, than to be golf champion of America.

Ivan Allen is what Emerson would call a causationist as, with every other successful man, he believes in the immutable laws of cause and effect. He knows that work wins and that if one starts something and sticks to it, he is likely to see a successful finish. He consults wisely, resolves firmly and then proceeds to execute his purpose, with inflexible perseverance, and these attributes coupled with a fine personal culture and friendliness make him the valuable asset to Atlanta which all know him to be.

It is morally certain that when old Father Time comes after



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Ivan Allen with his large scythe (and God grant it will be a long time yet) he will have to send in his card at some committee meeting, where Ivan is launching a new enterprise for greater Atlanta, and as they embark on that ship which plies on the river Styx, it's a safe bet he will organize a campaign to establish a mariners' hospital or a fund for some beneficent purpose and through his magnetic personality get all the money he needs.

THOMAS R. JONES, *of Dalton & Savannah, Georgia.*

### PRESIDENTS OF THE SOUTHEASTERN FAIR ASSOCIATION

1916—Mr. Mell Wilkinson

1916—Mr. Ivan Allen

1917-21—Mr. H. G. Hastings

1922-24—Mr. J. Oscar Mills

1925—Col. F. J. Paxon

1926-28—Mr. Arthur L. Brooks

1929-31—Mr. Alfred N. Newell and Mr. Lee Ashcraft

1932—Mr. Horace Russell

1933-49—Mr. Mike Benton

## CHAPTER 17

### CHAMBER OF COMMERCE

THE early history of the Chamber of Commerce is to a large extent the history of Atlanta's development. It was organized in 1871, succeeding the Atlanta Board of Trade which has been formed in 1866, the year following the close of the Civil War. The first president of the Board of Trade was Mr. W. C. Clayton. Mr. Clayton was succeeded by Mr. W. M. Lowry (father of Robert J. Lowry of the Lowry National Bank, later president of the American Bankers Association), who took over in 1877 and remained in office until the Board of Trade was dissolved. No records of the Board are available, nor are any of the Chamber of Commerce for the first decade of its existence except incidental references in books and other publications of the period. During those early years Atlanta was concerned primarily with rebuilding in every way and in the face of every obstacle that financial panic, epidemics of disease, the lack of able-bodied men, and widespread and oppressive poverty could present. The Chamber of Commerce was active in all phases of civic activity in those days.

This period of rebirth was climaxed in 1881 by the great Cotton Exposition, a great stimulus to industrial revival.

In 1883 the Chamber of Commerce, which had been working in small and inadequate quarters and with a decreasing membership, underwent a reorganization. It applied for and received a legal charter, revised its constitution and by-laws,



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and in general took a new lease on life. Maj. Benjamin Crane, who had been its president from the beginning, called a meeting of members and citizens at large, urging the renewal of interest in the Chamber and the provision of suitable quarters "in keeping with the dignity and acknowledged commercial importance of the organization." As a result of the enthusiasm kindled by this gathering, membership was enormously increased, a bond issue was promoted, and a site on the corner of Pryor and Hunter streets was bought for the erection of a four-story brick office building which would house the Chamber of Commerce and be owned by it.

(This building afterward became Atlanta's city hall. At a later date it was sold and the old post office on Marietta and Forsyth streets was bought for the city hall. When the present city hall was erected, this building was torn down and the lot disposed of.)

During the next years the Chamber of Commerce was a major force in Atlanta. The long struggle to get discriminatory freight rates removed was begun during the Eighties—and eventually resulted in the establishment of the Atlanta Freight Bureau which remains a very constructive organization today.

In 1893, in the midst of the great depression of that year, it was the Atlanta Chamber of Commerce which got the banks to issue clearinghouse certificates that were honored as currency, thus enabling the farmers to move their cotton crops and averting even worse panic in Georgia. As a further recovery measure, the Chamber took the lead in putting over the Cotton States Exposition in 1895. The officers and members were in the forefront in working for improvements in the public school system, the sewage disposal system, the hospitals, and the city playground and parks. The municipal auditorium was built because the Chamber backed it; and the Atlanta Music Festival Association, now one of the largest in the country, was the idea of Col. W. L. Peel, a Chamber member

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who was on the auditorium building committee. In the education world, the Chamber campaigned for funds for Emory, Tech, and Oglethorpe. In the field of health, they worked for the establishment of a state tuberculosis sanitarium, and sponsored a large interstate meeting of health and civic officers to plan a program directed toward the eradication of hookworm, a disease which then even more than now was a sizable factor in debilitating the South economically and socially. The National Battlefield Parks in all North Georgia were a successful project of the Atlanta Chamber of Commerce. The Convention Bureau, which has been a decided asset to the city, was formed by the Chamber of Commerce. The first Boys Corn Club show held in Georgia was put on by the Atlanta Chamber of Commerce in 1910; and from this small beginning grew the great Southeastern Fair Association and the even more far-reaching 4-H Clubs for Boys. In 1915 the first law requiring the registry of vital statistics in the State was passed by the General Assembly, and Atlanta Chamber of Commerce members were due a large share of credit for its passage. And the Chamber of Commerce labored diligently to have the Fifth Regional Federal Reserve Bank located here. Mr. Walter G. Cooper, Secretary of the Chamber, was indefatigable in his efforts to present the case for Atlanta as a site for the bank, and in the end succeeded in convincing the Washington authorities although at first they were quite opposed to the idea.

In all these projects Ivan Allen was an energetic worker, from the beginning of his membership in the early 1900's. It was in 1913 that he was first made a Director of the Chamber of Commerce. That year he was also Chairman of the Membership Committee—and by the year's end he had exactly doubled the membership.

Ivan Allen was elected to the presidency of the Atlanta Chamber of Commerce in 1917, one of the most eventful years of the Chamber's existence. The United States had not yet entered the war, but military preparedness was the question of



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the hour, while at the same time there was more than ordinary activity along the lines of civic and state affairs. In his speech of acceptance, Mr. Allen outlined what he hoped to accomplish during the next twelve months:

It is with a deep feeling of responsibility that I assume the duties of President of this Chamber of Commerce, which tonight celebrates the 33rd year under its present charter.

I have been intimately associated with the work long enough to know something of the labor of the position, but the rapid pace and high plane on which my predecessors have pitched their administrations are exceedingly difficult to maintain, and in doing so there is nothing for me to rely upon but the united support of each and every member and his good lady who sits with us for the first time and is 33 times welcome.

An organization such as this is always called upon to justify its existence by *service* to the community. I feel sure that each of you realize this and understand that every achievement of the Chamber that benefits the city and section, benefits the citizens and business interests of Atlanta in a just proportion.

Much has taken place during the last year upon which our Chamber may congratulate itself. Its ability to meet the needs of the great and growing regional district which brought it into being many years ago was never greater or fuller of potential possibilities than now—1917.

Its membership is larger and more representative than ever before, and the willingness which all classes of business men and establishments of influence are evincing to join in the work we have done, and are going to continue to do for the city and section, shows an understanding of its purpose and a substantial appreciation of its value.

In every man's breast lurks a spark of civic pride and every normal man is endowed with a desire to witness the growth and advancement of the community in which he lives. This, the Atlanta Spirit, is the community spirit and I have never, nor will ever, admit that the spirit is sleeping, dead or dying unless to arouse to a more determined effort to overcome some menace of the moment.

Oh! Miss Atlanta is not, nor ever has been, really sick, but she must have from time to time the prevailing epidemic ailments that come to all growing children.

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In national government affairs we shall continue to oppose unwise legislation and unjust discrimination, and aid in every way possible the great and good man again serving as President of the United States, Woodrow Wilson.

In state affairs the Chamber will seek to protect and promote the live stock, agricultural, mineral, industrial and educational needs of the Commonwealth, and also seek to protect, equalize, and harmonize the interests of this City in its relations to the rest of the State.

In the affairs of the city and county, the Chamber will try to assist the authorities in enforcing a wise economy without curtailing the facilities of business.

The past 33 years of the Chamber's activities are crammed and jammed with achievements for Atlanta. Most every dream of the past is a reality tonight. The Auditorium, bond issue, Grand Opera, Chamber of Commerce Building, Convention Bureau, Regional Bank, and Southeastern Fair, and a hundred more. Developing dreams has become a unionized trade in Atlanta.

During this administration we shall be confronted with two great practically possible projects—the Plaza and the Chattahoochee Nitrate Development.

Both are big enough, complicated enough to engage the uninterrupted efforts of all loyal citizens. Accomplished, the benefits to Atlanta are immeasurable.

I wish the Plaza Plan could be gone into fully by Mr. Kriegshaber, who has worked on it so hard for more than a year and is familiar with it in all its ramifications. But may I say here, let us hope that all interests involved will try to look as far ahead as the *expiration date* of the new lease of the State Road.

Though Atlanta collects no taxes from this property, she is the road's biggest customer, furnishing more arriving and departing traffic, both freight and passenger, than probably all the rest of the State of Georgia combined: therefore, Atlanta is entitled to civic consideration, and to offend the splendid public sentiment to the extent of diverting traffic to competitive lines would be a calamity to the road. Atlanta's traffic has largely created the franchise value of the road, and by literally building this city around and along every foot of the right of way the present land values have been made and the State at large have the profits and none of the disadvantages of this *smoke gulch city divider*.



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*More Smoke Stacks for Atlanta.* More and many kinds of factories besides the hundreds we already have can be brought here to Atlanta and grow and prosper.

Securing new ones all the time is the laudable work of the Chamber's Industrial Bureau. If this City owns a tract of land large enough, as well located and suitable for an industrial development district as Lakewood was suited for Fair purposes, it would be a feasible promotion for the Chamber of Commerce to bring many small varied industries to Atlanta if we could offer at fixed prices for sites a location with the following advantages:

On a belt line railway with a joint freight station, handling in-bound and out-bound car and less than carload freight for all railroads, joint side tracks, no switch charge. This would eliminate each factory calling for and delivering to six or seven depots, miles apart. And it would eliminate having each factory spoiling from three to five acres of land to get a side track for its individual use.

A site accessible by street car lines; connected with city sewer, light, and power. Close to land suitable for a residential and industrial district. Maybe we can find and develop just such a site. Remembering an industrial slum is just as undesirable as a residential slum and is always a breeding place for troubles detrimental to labor and capital.

*The Chattahoochee River Development.* The Military Preparedness Law approved by Congress January 3, 1916, actually appropriated twenty million dollars to procure development of sufficient water power to insure the extraction from the air of a supply of nitric acid, to be used in time of war to make explosives, in time of peace to make fertilizers.

Remember, cheaper food is insured by cheaper fertilizers. The Chattahoochee River offers every natural advantage for this immense undertaking, and this development would make the river navigable by a system of lakes, locks, and dams; and Atlanta's transportation rates and troubles would be forever solved. We could send the word out to our sister seaport cities that we had adopted their advice and had sucked as hard as we blow and though we did not get the Atlantic Ocean, we have the Gulf of Mexico.

As it turned out, the Plaza Plan and the Chattahoochee River project are undeveloped to this day. As for the nitrate

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plant, the dam at Muscle Shoals in Alabama was finally built by the government after prolonged hearings both in Atlanta and in Alabama. These hearings of 1917 were held by Newton D. Baker, then Secretary of War, and it was on that occasion that he met and became friends with Ivan Allen. Mr. Allen's vision of an industrial district also remains unrealized; and today there is a hodgepodge of industrial building scattered all over Fulton County. But plans which neither Mr. Allen nor any other Chamber of Commerce member dreamed of at the time of that banquet were met and carried through with consistent success—accomplishments necessitated by our entry into World War I.

Early in January (1917), following a visit Mr. Allen made to him at Governor's Island, Major General Leonard Wood, Chief of Staff of the U.S. Army, wired the Chamber of Commerce that he would visit Atlanta to inspect sites for a projected Army training cantonment. He stated that the requirement would be 800 acres of land on a main railway line, with water supply, in a location permitting establishment of a rifle range and an eight mile artillery range. The notice General Wood gave was extremely short, but Mr. Allen, with distinctive energy, got committees into action with all possible speed and when the General arrived they were able to show him a number of optional sites. After some weeks of deliberation, during which the Chamber was constantly in touch with the authorities in Washington, the government decided to buy the site which became Camp Gordon. The whole purchase was handled through the Chamber, with Ivan Allen directing it personally. The Chamber took options in the name of Ivan Allen, president, on all the necessary acreage, which included farms belonging to Asa Candler, S. C. Dobbs, Henry Durant and many others. These options were then turned over to a title company and the federal government proceeded with the purchase.



For the  
War Department  
Commission on  
Training Camp  
Activities



For the  
Navy Department  
Commission on  
Training Camp  
Activities

SURROUND THE CAMPS WITH HOSPITALITY

## Certificate of Appointment

Whereas the efficient training of a national American army to fight the battles of democracy requires the aid and cooperation of patriotic citizens in the war camp communities, therefore

Know all men by these presents that in virtue of the power by the Secretary of War and the Secretary of the Navy in me vested as a member of the War Department and the Navy Department Commissions on Training Camp Activities

Ivan E. Allen

is hereby appointed a Member of the Executive Committee of the War Camp Community Service of Atlanta, Georgia for the term beginning January 1, 1919 and ending December 31, 1919

Washington, D.C.

Signed

January 1, 1919

Sept 1919





By His Excellency  
Ellis Arnall

Governor of said State

Commander-in-Chief of the Army and Navy and the Militia thereof

To The Honorable **Juan Allen** Greeting:

Whereas, reposing especial trust in your patriotism, valor and fidelity,  
I do, by these presents, constitute and appoint you

Lieutenant Colonel, Aide De Camp, Governor's Staff  
formed for the defense of the State, and for repelling every hostile invasion  
thereof, to take rank as such from the date of this Commission and to hold  
such office during the term and under the conditions prescribed by Law.

You are, Therefore, carefully and diligently to discharge the duties of said  
office by doing and performing all manner of things thereunto belonging;  
and I do strictly charge and require all officers and privates under your  
command to be obedient to your orders as such officer.

And you are to observe and follow such orders and directions, from time to  
time, as you shall receive from the Governor and Commander-in-Chief of  
this State, or any other of your superior officers, in pursuance of the  
trusts reposed in you.

Given under my hand and the Seal of the Executive Department, at the  
Capitol, in the City of Atlanta, the 28th day of February  
in the year of our Lord, One thousand, Nine Hundred and forty-four.

By the Governor:



*Clark Howae*  
ADJUTANT-GENERAL

*Ellis Arnall*  
GOVERNOR



## CHAMBER OF COMMERCE

But this was only the first step. It had been agreed that a water supply would be furnished, it being expected that a plant could be put in at Peachtree Creek. To this, however, the Army Engineers at Washington objected, insisting upon the same supply that Atlanta used. This necessitated the installation of thirteen miles of water pipe at a cost estimated at \$200,000. The Chamber, through Mr. E. P. McBurney, guaranteed this amount, and then went to work to get a special tax levied to pay for it. Other problems connected with Camp Gordon were the fact that the trolley running out to the cantonment was only single track, the roads were without exception in terrible shape, there was no special train service. Throughout the war years the Chamber of Commerce exerted every effort and influence toward correcting these defects.

At long last the Camp was ready for occupancy by the 82nd Division, and it was the Chamber of Commerce which was in charge of all the arrangements for the huge parade on the day the troops arrived, and for the dinner honoring General Eben Swift, Commander of Camp Gordon.

Before leaving the subject, it is interesting to note that at the end of World War I the Camp Gordon property was sold to Mr. T. R. Sawtell and when the second World War came the government bought almost all of it back for the Naval Air Base and the expansion of Lawson General Hospital.

Working for Camp Gordon was not the only war work Atlanta's Chamber of Commerce did before war actually came. In March 1917, Ivan Allen and others among the city's leaders, realizing that our active participation was only a matter of time, organized through the Chamber of Commerce a Public Safety Commission, appointed by Ivan Allen and authorized by this resolution:

Resolved by the Directors of the Atlanta Chamber of Commerce that the President be authorized to appoint at his leisure a committee of Public Safety, not to exceed nine in number, whose duty

it shall be to co-operate with the Council of National Defense and to use the machinery of this organization for that purpose in such manner as may be most helpful to the Government.

Resolved that this committee be authorized to appoint any necessary sub-committees and to make its own plans for the organization and execution of its work.

Resolved further that the President be requested to select this committee from the ablest and most experienced men of affairs who are willing to give to its duties the serious attention which the situation demands.

Mr. Mell R. Wilkinson was chairman and other members were J. K. Orr, Preston Arkwright, A. M. Schoen, Forrest Adair, E. P. McBurney, Tull C. Waters, J. M. B. Hoxsey, and H. Y. McCord. This group, with Ivan Allen's help, raised \$80,000 to finance the work they had planned. The first meeting officially called by the Public Safety Commission was a conference of representatives of all the Southeastern states for the purpose of laying plans for the food shortage which it was believed our entry into the war would be sure to bring. The United States Secretary of Agriculture sent a deputy to this meeting, who upon his return to Washington reported that the conference had undoubtedly set a mark for all the other sections of the country to shoot at. In addition, the Public Safety Commission mapped out programs to help in enlistment and in general protection problems, they worked for a solution to the public transportation breakdowns occasioned by the war traffic, and in short did everything in their power to further the war effort both before and after the U.S. actually got into the fighting.

It was also in March of 1917 that ex-President William H. Taft visited Atlanta. Mr. Taft was heading an organization called the League to Enforce Peace. As one of the local newspapers stated at the time: "It was made clear that neither the place nor the purpose of the League to Enforce Peace is connected in any way with the European war, but contemplates



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a practical and effective system of international cooperation, under which it is hoped that future wars will be discouraged, if not absolutely avoided." This Taft meeting was a tremendous affair, and Ivan Allen presided and was responsible for its arrangement.

In May, with Camp Gordon almost ready for use and a number of other projects well under way, disaster struck Atlanta. A fire started in one of the poorer residential sections and with startling rapidity spread over an area of many blocks. Over two thousand homes were entirely destroyed and thousands of others were damaged. Hundreds of families were homeless. The work of feeding, clothing, and housing these unfortunates devolved largely upon the Chamber of Commerce. Under Allen's personal leadership and guidance, all the civic clubs, the Boy Scouts, church organizations and private citizens were marshalled and pressed into service, with the result that the situation was relieved in record time and the process of rebuilding begun. Said Mr. Allen: "Atlanta's motto is Resurgam—I will arise. And we shall arise." As a consequence of the fire the city passed an anti-wood-shingle ordinance, proposed and pushed by the Chamber of Commerce.

By the summer of 1917 Camp Gordon was filled to capacity, and it was obvious that some concerted effort on the part of the city must be made to provide suitable recreational facilities for the thousands of young men stationed there. Once again the Chamber of Commerce showed the way, organizing the Atlanta Commission on Training Camp Activities, affiliated with the War Department Commission. This was one of Ivan Allen's pet projects, one to which he devoted much of his time. The Commission privately supplemented the woefully inadequate transportation facilities from Camp to town, furnished books and magazines to barracks and hospitals, provided teachers for French lessons, and tried in every way to make life more pleasant for the trainees.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

After the country had been at war only a short time, the congestion in the freight yards and ports of the East had reached terrific proportions. Ivan Allen and Atlanta's other civic leaders were, as usual, quick to go into action. In July, the Atlanta Chamber of Commerce called representatives of a number of southern cities and various trade bodies to a meeting in Atlanta at which Mr. Allen presided, "to discuss ways and means whereby the South may contribute most effectively to the solution of the problems of national transport through the proper utilization of the extensive available facilities at South Atlantic and Gulf Ports." The Southern Ports Efficiency Commission, which was called into being at that meeting, made a detailed study of southern port facilities, which they presented to the authorities at the Capitol. The upshot was that some transfer of traffic did take place. A later effect of this work became apparent in World War II, when the southern ports were called upon to their full capacity.

All the while these things were going on, the Chamber of Commerce was also taking charge of numbers of other affairs. Early in the year, the Chamber sponsored a banquet in honor of the soldiers returning from the Mexican border, Ivan Allen serving as chairman for the occasion. A little later, they entertained the Italian Commission to this country, Allen again in charge. Strenuous efforts were made to secure war industries for the state, the Liberty Loan Drives were supported to the limit. And throughout the year the Chamber of course kept up its normal civic activities—for one example, helping to play host to the International Rotary Convention.

The coming of fall brought an increase in work, and an increase in difficulties. The weather was severe, commercial transportation was curtailed, and by December Atlanta was facing an acute shortage of coal. It seemed likely that people would endure real hardship if something could not be done.



## CHAMBER OF COMMERCE

In this critical situation, Ivan Allen once more brought the forces of the Chamber of Commerce into play. He sent representatives to Washington to plead for coal for Atlanta; and when as a result coal supplies began to come in, he formed the members of the Chamber into teams for taking orders and delivering coal, doing his share of this work too.

In 1918 Mr. Allen stepped down from the president's chair, and was succeeded by W. H. White. Mr. Allen's annual report gives a terse summary of the year's work:

Unusual demands, unexpected situations and tremendous work have marked the progress of your Chamber during the year. Although organized primarily to foster and encourage commerce, this Chamber has been called upon to demonstrate its loyalty to the Flag and to prepare for any call that may come to face the sterner duties of National Defense against countries of the first power.

The duties of the President's office have been most exacting and continuous, yet keen enjoyment has been found in trying to fulfil the requirements. At no time have I failed to appreciate the honor of the office or the priceless value of your confidence.

Whatever success has been achieved has been due to the co-operation of the members, Directors, Executive Committee, to the hard working committees, and last but not least, the wise counsel and valuable help of the Secretary and staff.

The effect of the world's war on practically every human institution is illuminatingly reflected in the leading activities of the Chamber of Commerce. This organization was one of the first to assume the initiative, and along certain lines was busy many months before the United States actually entered the conflict. Since entering there has been a greater and steadier conversion of organized energy toward cooperating with the Nation's program, until today there is scarcely a large movement under way by the Chamber that does not have a close relationship with military matters.

Towards the end of last year the President of the Real Estate Board of Atlanta presented some figures that were extremely discouraging, viz.:

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Within the limits of Atlanta and suburbs there were for rent more than 6,000 houses and apartments and more than 2,000 stores, warehouses and places of business. Rents in some instances were being reduced and tenants were scarce; general business was dull, and skilled men were seeking work as common laborers.

A little later a most disastrous conflagration visited a residential section of our city and eleven hundred houses were burned and wrecked—a little later the Nation entered the war—everything looked blue. How about the “Atlanta Spirit”; what could Atlanta do; what does Atlanta always do when trouble comes. She takes up a collection; she sticks her hands down deep in her pockets; she starts a campaign for some good cause. During the past year she has put her hand deeper and deeper in her pockets than ever. Every worthy cause, local or National, has been met, the money raised and the cause marked “paid in full.”

These hardships were only a challenge to the patriotic and civic courage of the city, and right splendidly was that challenge accepted and met, for tonight there is a great scarcity of empty houses, apartments, warehouses and places of business. Factories are working over time; many millions more of capital are in use, bank clearings are soaring, and Atlanta’s population has increased 20,000 people, not counting the military population close on to 40,000 at Camp Gordon and 3,000 at Fort McPherson, including the guests at the German barracks.

It is a new Atlanta that has arisen out of the wreckage from the fire and depression of business—dominant Atlanta, if you please.

I do not wish to imply that none of these things could have been done without the Chamber of Commerce, but I do wish to bring to your attention the fact that none of them was done until this Community Service organization, through their committees started the agitation, which resulted in the procuring of these things which the city so badly needed at that time. The people of a community may be of the best with the most sincere wishes for the community’s progress and well being, but until they are brought together and all their efforts organized and co-ordinated through the central forces, the good things they wish for their city will be continually things wished for and not accomplished.

I wish time permitted me to tell you of the splendid work, of the multitude of committees working under the picked chairmen during the year, but it is impossible to give credit to the hundreds



## CHAMBER OF COMMERCE

of individuals who deserve it. But permit me to say that your Chamber has done its full part through committees and the office staff—to mention one name would require the mentioning of scores.

May I mention some of the work: The splendid publicity received through the Chamber's official organ, the "City Builder"; 2 Liberty Loan Campaigns; Fire Sufferers Fund; Four-Minute Men; Food Administration; Fuel Administration; Training Camp Activities; Southern Ports Efficiency Commission; Grand Opera; Fire Prevention; Southeastern Fair; Anti-Tuberculosis; Coal Sufferers; Thrift Campaign; Industrial and Statistical work; Boy Scouts, and many of the activities of the good women and their organizations.

## ENTERTAINMENT

All the entertainment features participated in by the Chamber of Commerce for the past year are too numerous to list; but the Chamber has endeavored to maintain its well established reputation for hospitality, and I will mention a few official guests:

Luncheon to Secretary of War Baker, and  
Secretary of Agriculture Houston  
Luncheon to Secretary of Interior Lane, and  
Admiral Fletcher  
Dinner to Assistant Secretary of Agriculture Vrooman  
Banquet to General Leonard Wood  
Luncheon to the Italian Delegation  
Banquet to ex-President Taft  
Banquet to the Russian Commission  
Banquet to General Swift and Brigadier  
Generals of Camp Gordon  
Georgia General Assembly at East Lake

No organization ever had a more versatile and competent Chairman on Entertainment.

## CHAMBER OF COMMERCE BUILDING

Much quiet work has been done by the Chamber and a great deal of assistance has been given to worthy constructive enterprises that is lost sight of in the rush of larger matters; nevertheless, they are effective and appreciated. I might call attention to the multitude of uses that the Chamber of Commerce Office Staff

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and Buildings are put to during the year that are not anticipated at the time the year's program of work is made up.

Many times during the year it is headquarters for outside organizations, campaigns and constructive activities that are essential and are community builders. Many rooms of the building are temporarily used, and there is scarcely a day that the Assembly Hall is not used two or three times. A list of these events would take up too much of your time to read tonight.

### SOUTHEASTERN FAIR

The Southeastern Fair, of which this Chamber is holder of the common stock, in October held the third annual Fair and has marked another milestone on the road to the utilization of the limitless opportunities of this country. In these few brief years it has done more to improve the living conditions, augment stock raising and increase efficiency on the farm than any other single factor that has been introduced into the rural life of the Southeast since the war, and it in turn has brought Atlanta in closer touch with the rural population and proven mutually profitable. I wish to congratulate the Management of the 1917 Fair and thank them for their splendid accomplishments and thorough co-operation with this administration.

### INDUSTRIAL WORK

Many new industries have come to Atlanta during the last year, and most of our established industries have increased their output by enlarging their facilities. We have many developments and projects on file which, if secured, will add to Atlanta's importance.

Had I not become the War President of the Chamber it would have been my wish to concentrate on making Atlanta a greater diversified manufacturing city. A year ago when accepting this office I stated that "more smoke stacks for Atlanta" would be the slogan; but a better and more patriotic plan of work was developed.

Atlanta has no free lands to offer as an inducement to new enterprises. It has no financing schemes for speculative adventures, but it does have some of the most remarkable facilities for the successful development of manufacturing and commercial enterprises anywhere in the Southeast. Its doors are wide open to these



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substantial enterprises, for Atlanta is a city wide awake, a city thoroughly alive. The spirit of Atlanta is the spirit of cooperation. The railroad facilities are unusually adequate and the residential sections charming. It is an ideal city to live in and to make a living in. Probably no city in the country is making more rapid and substantial developments along commercial and industrial lines.

We are too disposed to boast of the vast resources of the Southland; of the rich acres and promise of prosperity from these acres, but remember that the rich acres of the South do not mean anything to the credit of Atlanta unless we provide factories to consume the vast raw products from the South's fertile fields.

When Atlanta has installed a main line switch and has rolled every car that is laden with our own raw materials into our own factories with the result that when it goes out, there shall be a bill of lading attached to a sight draft on the other fellow; and when we have thus swelled rather than drained our own vaults and have provided employment for our own sons and daughters, then we may justly boast that we have made the most of nature's gifts, having combined the yield of our rich acres with the intelligence and industry of our manufacturers into a composite whole, it will justify a slogan "Atlanta, where nature helps industry most"—"A City of smoke stacks."

### SOUTHEASTERN SECTION WORK

A great deal of thought, time and work were given to big projects that were not obtainable for Atlanta but that are of great value to this section of the country. The Atlanta Chamber is not selfish and has always come forward with their organization service to help with any work for the Southeast.

I mention the Government Armor Plate Plant, the Nitrate Plate Plant. Both were located in the Southeast, the Armor Plate Plant at Parkersburg, W.Va., and the Nitrate Plate Plant at Muscle Shoals, Alabama.

Every effort was made to locate an Aviation Flying Field, first in Fulton County or adjoining counties, and then at Grayson, Georgia, thirty miles from Atlanta, but the land of this section does not lend itself to the flying fields and it looks now like Americus, Georgia, is the nearest point available for this field.

The Southern Ports Efficiency Commission, a well organized

## IVAN ALLEN: A RESOURCEFUL CITIZEN

and financed commission, was organized by the Chamber of Commerce and has already done much to bring to the attention of the shippers of the world, particularly at this time, all the ports and port facilities of the Southeast.

### PUBLIC SAFETY COMMITTEE

Though it is impossible to encompass in this report all the work of all the committees, certainly one committee stands out pre-eminent—the Public Safety Committee. It has met nearly a hundred times, often the meetings extending late into the night, and sometimes on Sundays it was in session all day.

The appointment of this committee by the President was authorized by the Board of Directors and was given unlimited powers, and I am certain it will go down in history as the most patriotic, constructive and powerful that has ever served this good city to date. By no other method or device could the Chamber of Commerce have acquired the judgment, action and power possessed through this committee for dealing with all the manifold problems of emergency connected with the war.

If I am accredited with any war activities success during this administration, I wish now to put the credit where credit is due, at the feet of this splendid Public Safety Committee, led by that splendid Citizen Chairman.

### SOME OF THE YEAR'S ACCOMPLISHMENTS

In addition to aiding the Government in its work of recruiting its armed forces, staging and organizing the food conservation campaign and helping to tabulate the man power of the state, the Chamber of Commerce has been able to bring to the attention of the Federal Government the advantages and facilities of the city in such a way as to help the Government by helping Atlanta. Since January 1st the following units of the Federal Government have been located here:

- 1—Officer's Reserve at Fort McPherson
- 2—17th Infantry at Fort McPherson
- 3—The encampment here of the Atlanta Military return from the Mexican Border
- 4—German Prisoners Barracks at Fort McPherson



## CHAMBER OF COMMERCE

- 5—Aviation School at Tech
- 6—Quartermaster's Supply Depot, Candler Warehouse
- 7—Medical Supply Depot, Atlanta Warehouse
- 8—Base Hospital at Fort McPherson
- 9—Recruiting of the 17th Engineers at Woodward Lumber Company Plant
- 10—Pay Master of the National Guard of Georgia and Florida, C. of C. Building
- 11—Pay Master of Marine Corps of the Southeast, Hurt Building
- 12—Four different Recruiting Stations
- 13—Government Laboratory in Hurt Building
- 14—Remount Station, at Chamblee
- 15—Cantonment at Chamblee
- 16—Government help in Peachtree Road Construction
- 17—Organization of National Police Unit, at Fort McPherson
- 18—Government Repair Unit

The construction work alone of these various units has caused the Government to spend more than five million dollars in Atlanta during the past eight months, and it is largely responsible for the 20,000 increased population in the city and a distinct war population at Camp Gordon and Fort McPherson of 40 to 50 thousand.

As this administration ends we are glad to be able to point to absolutely visible and tangible results, as a man who digs is able to point to a hole in the ground, or as a man who chops wood is able to point to a pile of wood. The most important accomplishments in this world cannot always be measured with a rule, or seen by the eye, or valued in terms of dollars and cents.

Let us back up our flying flag of Old Glory by doing everything in our power to pursue the course of business as much as possible in the same way as if the world were at peace. Let us fly both the flag of our country and the flag of business optimism.

The Presidency of this Chamber of Commerce has brought me many pleasures, but I have had no pleasure that was greater or more sincere than the one I now have of presenting to you a better President, a man to whom you already owe your loyalty, your support, your time and your efforts during the coming year. To his safe and capable hands I commend with absolute confidence the guidance of this institution.

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It had indeed been a year of great needs, admirably met. In appreciation, the Chamber of Commerce made this presentation:

The Chamber of Commerce is one of Atlanta's best institutions: and perhaps one of the most significant pieces of work it has done is seeking out and discovering for Atlanta men of breadth of vision and disinterestedness of spirit, who have come to be great civic forces and spiritual assets.

There was never a time in the history of the World when real men counted for as much as they do today. Nor was there ever a time when men felt so close to each other as they do at this time.

Surely we are marching towards the parliament of man—the federation of humanity.

While it is true, as one has said, that the War is the greatest spiritual increment in the minds of men today, yet it is also true, as the same writer has said, that War is an incident of progress, a penalty of imperfect organization, the price of disunion, the scourge of discord, driving the people to concord.

The year 1917, as suggested in the resolutions and reflected in the address of the President of the Chamber, was one of the most trying in certain particulars in the history of our city.

One has truly said, "Every day was a new life, every evening a day of judgment, every morning a resurrection, destiny was ploughing the minds of men; yet the splendid captain of the Chamber of Commerce was on his ship—and his loyal devotion to the interest of the Chamber, and his intelligent direction to its affairs, have written his name in letters of gold into the history of our city."

One of the outstanding features of his administration is the bringing of the great Cantonment to Atlanta, which has added greatly to our material advancement, but above that has given Atlanta the opportunity of showing her splendid spirit to the men who have offered their lives as a sacrifice upon the altar of humanity.

Mr. Allen has earned his position—"Not by favor—but by making good—by the dynamic of sheer helpfulness."

In him we witness the cumulative power of a personality.

But why praise? His achievements have forever underwritten him. He is a soldier of the commonwealth, and has earned a



## CHAMBER OF COMMERCE

unique place in the councils of those who shall guide the future destinies of our splendid city.

The service rendered by Mr. Allen could not be bought—it is without price.

The heart and mind give forth their best product only when love of work is the incentive—only when the soul is stirred by the deep motives of genuine patriotism.

His real compensation will be the consciousness of having done a constructive work in a splendid fashion, without hope of hire or reward.

The members of the Board of Directors who have been intimately associated with him, and have watched his work with keen interest, were not willing, however, for this occasion to pass without reminding him of their high estimate of his enviable record, and their esteem and deep affection for him as a man. I am commissioned by them, and I acknowledge the honor with the keenest satisfaction, to hand to Mr. Allen this sterling service, as a symbol only, of the regard we cherish for him, and the sterling qualities his life bodies forth.

And one of Mr. White's first acts as the new president was to draw up the resolution now quoted:

Whereas the Atlanta Chamber of Commerce, during the year 1917 under the leadership of President Ivan E. Allen, made a record of great usefulness and in its constructive work for the City of Atlanta, the State of Georgia, and the Nation did substantial service to the cause of liberty, at the most critical period in the world's history, with incidental benefits of incalculable value to this community, and

Whereas under his leadership this organization became a factor of national importance, bringing increased recognition and favor to Atlanta from our great Government as well as from our fellow citizens and co-laborers in other communities, therefore be it

Resolved by the Directors of the Atlanta Chamber of Commerce that the thanks of this body are due and hereby tendered to Mr. Allen for his splendid public services and that copies of these resolutions be furnished to the press as well as to Mr. Allen and that a permanent record be made as an evidence of the appreciation of this organization of the untiring and unselfish efforts of a distinguished public servant.

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In witness whereof the official signatures of the President and Secretary are hereto subscribed, this 14th day of March 1918.

W. G. COOPER  
*Secretary*

WM. H. WHITE, JR.  
*President*

Indeed, that year as president of the Chamber of Commerce is one of the highlights of a much highlighted career. And since that time Mr. Allen has continued his service to the Chamber. He has been a member of the Board of Directors for many years. He was extremely active in the continued war work of World War I, and in World War II made many a trip to Washington and elsewhere in the interest of the war effort. The location of the Bell Bomber plant in Marietta is one outstanding example of accomplishment, another being the construction of the Cobb County Airport.

The Industrial Bureau has long been a favored work of Mr. Allen's and he has helped to establish its reputation for trustworthiness and usefulness. Mr. Frank Shaw has been secretary of this bureau for many years, and he and Mr. Allen have worked closely together. They have answered inquiries from such far-flung places as Tunisia and Turkey, Java and Ceylon, Honduras and Siam, and their work has contributed immeasurably to the economic growth of Atlanta.

In 1927 Mr. Allen received another recognition of his valuable work in the form of the Chamber of Commerce Certificate of Achievement, for distinguished service in material accomplishments for his city. At the same time Mrs. Harriet W. High received the award for her contributions along cultural lines, especially the gift of the High Museum; and one went to Mr. T. K. Glenn for his philanthropic work.

In more recent years the Chamber of Commerce has had a less prominent role in affairs in Atlanta than in the first quarter of this century when it was the clearinghouse for all cultural, industrial, and civic undertakings. This change is not limited to Atlanta alone but may be seen in many other



## CHAMBER OF COMMERCE

cities. Mr. Allen feels that this is due, in part at least, to the fact that the former duties of the Chambers of Commerce have been gradually taken over by other organizations—clubs such as Kiwanis, Rotary, and so on, hold weekly luncheon and discussion meetings and sponsor open forums and debates on current affairs, so helping to form public opinion; the convention and tourist bureaus handle that line of work, which the Chamber once did; freight associations look after transportation problems; the merchants associations, bank clearinghouses, real estate boards, community chests, labor unions—each attends to its own line of work and all are jobs that were once in the province of Chamber activity. Also, the Chambers of Commerce have a very widespread and diversified membership, and this very diversity makes it difficult for them to take a definite stand on any controversial issue; furthermore it is their policy not to take on anything of a political or religious nature. Most of the work that is done is handled by paid secretaries. In short, the Chambers of Commerce have lost touch with vital civic life.

In Mr. Allen's opinion the Chamber of Commerce set-ups all over the country need to be reorganized and revitalized, and then they should take over as many civic activities as possible through consolidation of other agencies, thus reducing expense and increasing the efficiency of all.

### PRESIDENTS OF THE CHAMBER OF COMMERCE—

1871-1949

Benj. F. Crane	1871-84
R. J. Lowry	1885-87
J. G. Oglesby	1888-89
Rufus B. Bullock	1890-92
Stewart F. Woodson	1893-95
T. B. Neal	1896-98
L. H. Beck	1899-1900
J. K. Orr	1901-03

# IVAN ALLEN: A RESOURCEFUL CITIZEN

Robt. F. Maddox	1904-05
Sam D. Jones	1906
J. Wylie Pope	1907
Asa G. Candler	1908-09
Frederic J. Paxon	1910-11
Wilmer L. Moore	1912-13
Mell R. Wilkinson	1914-15
V. H. Kriegshaber	1916
Ivan Allen	1917
W. H. White, Jr.	1918
Samuel C. Dobbs	1919
Eugene R. Black	1920
Lee Ashcraft	1921
W. O. Foote	1922
Alfred C. Newell	1923
Paul H. Norcross	1924
W. R. C. Smith	1925
W. D. Hoffman	1926
Geo. W. West	1927
Milton Dargan, Jr.	1928
Philip H. Alston	1929
Horace Russell	1930 to Sept. 1931
Roy LeCraw	Sept. 1931-32
Herbert Choate	1933
Wiley L. Moore	1934-35
W. Eugene Harrington	1936-37
C. F. Palmer	1938
Alvin B. Cates	1939
Elfred S. Papy	1940
Frank Carter	1941
H. Carl Wolf	1942
Carlyle Fraser	1943
L. L. Gellerstedt	1944
W. E. Mitchell	1945
Harry Sommers	1946
A. L. Zachry	1947-48
Elbert P. Tuttle	1949





This committee, of which Ivan Allen was chairman, established eight special classes for adult illiterates. Shown in the picture are Joseph A. McCord, J. Eppes Brown, Professor Dykes, David Woodward, C. J. Haden, Arthur Wrigley, J. Oscar Mills, John A. Manget, M. L. Brittain, Frank Etheridge, Virlyn Moore, Bishop Wilmer, and others.

Pro Patria



# The American Red Cross

to

*Mr. Ivan Allen*

in recognition of service faithfully performed in  
behalf of the nation and her men at arms

*Atlanta, Ga. Jan. 20, 1919*

*Leekcraft*

CHAIRMAN OF THE

CHAPTER

*Woodrow Wilson*

PRESIDENT

*W. Garrison*

CHAIRMAN OF WAR COUNCIL



## CHAPTER 18

### RED CROSS

THE ending of the War in November 1918 brought on a feeling in the public mind that the work of the American Red Cross was finished. Consequently those who were responsible for the annual Roll Call that year, at Christmastime, were confronted with an uphill job of changing this opinion before they could put the subscription quota "over the top."

Chosen to head the Atlanta drive was Ivan Allen, whose name was rapidly becoming synonymous with charitable effort. He appointed Mrs. Beaumont Davison as Chairman of the Women's Division, and such men as W. O. Foote, Walter C. Hill, F. J. Paxon, and Lucian York were among those serving on his Executive Committee. R. K. Rambo was Chairman of the Southern Division as a whole.

Soon after the first of November Allen began organizing the house-to-house canvas by wards, and arranging for hundreds of membership booths in the business district. Henry P. Davison, Chairman of the War Council of the American National Red Cross, who had just returned from several months abroad, came to Atlanta and made a talk describing the current conditions in Europe, and the war countries' desperate need of help. The Tuberculosis Association consented to give up its annual Christmas drive to help the Red Cross put theirs over. Hundreds of volunteer workers were enlisted and instructed in their jobs.

When the Roll Call began on December 16, the workers

## IVAN ALLEN: A RESOURCEFUL CITIZEN

were faced with very bad weather and a widespread epidemic of flu, but they nonetheless stuck to their work, under Mr. Allen's constant supervision and encouragement.

In the end, despite many obstacles and difficulties, the Roll Call came to a successful conclusion.



## CHAPTER 19

### SENATE

AS a native Georgian, always a Democrat, in thorough accord with the administration's plans for full and complete victory over the Central powers, thus forever putting an end to scientific savagery; with a sincere love for my state and with a determination to further help in the upbuilding of our institutions, I announce myself a candidate for the office of State Senator from this, the 35th district, consisting of Cobb, Clayton, and Fulton counties, subject to the vote of the White Primary, September 11th, 1918.

I have never offered for political office, but I have held positions of trust in public enterprises of a constructive nature, requiring especially the services of businessmen, and I frankly believe that this experience fits me satisfactorily to perform the duties of a member of the state senate—especially at this time when constructive legislation is of such vital importance.

I have therefore decided to make this announcement in response to the request by letter and by personal visit, from more than three hundred citizens of this district.

I am not now nor have I ever had any connection with person or persons, corporations or associations, that could unduly influence me in the carrying out of the obligations of this office.

I have no "pet" legislation to introduce and no "cabinet" made platform to stand on.

Those who have followed my public life know my work; know that much of my time during the past ten years has been given in assisting in the development of the Dixie Highway and Good Roads; the promotion of thoroughbred stock-raising and improved agricultural conditions in the South; improved labor, living, and housing facilities; bringing new manufacturing industries to Georgia; and the building of a great Southern Univer-

## IVAN ALLEN: A RESOURCEFUL CITIZEN

sity. These are the great fundamental subjects I have been most interested in for years—they are not “camouflage” for this occasion.

If I have been of any service to my government in the locating of the Government Units here, or in the sale of Government Securities, it was no more than any other red blooded man should and would do when the opportunity comes to help.

I solicit your vote and influence for a plain businessman.

This announcement appeared in the Atlanta papers in July 1918, opening Ivan Allen's campaign for election as State Senator. Although not the first time he had been importuned to run for office, it was the first time he had consented to do so, and his announcement was greeted with delight by those who had long felt that he would make an excellent official public servant. His friends got together and formed a large campaign committee and enthusiastically took the stump for him.

In those days the only way of getting election returns as they came in was to go downtown and watch the bulletin boards put up by the newspapers. Election night always found big crowds on the streets outside the *Journal* and *Constitution* buildings, watching the returns with as much eagerness and in a good deal less comfort than in listening to radio returns today. By eleven o'clock that night, Mr. Allen was able to telephone Mrs. Allen that his election was a sure thing.

The next session of the General Assembly convened in June 1919. Hugh M. Dorsey was Governor of Georgia. The Peace Treaty of World War I had just been signed, and one of the Assembly's first acts was to endorse this treaty.

It was definitely an honor when young Senator Allen was made Chairman of the Senate Appropriations Committee. Usually an older member is chosen for this post. The appointment resulted in another and even more unusual occurrence. The 1919 Appropriations Bill was passed without a single amendment, just as Mr. Allen submitted it. Such a thing is virtually unheard of in legislative circles.



## SENATE

Mr. Allen had said, after he was elected, that he wanted to get two things during his two-year term of office—better schools and better roads.

At that period of Georgia's history, the Prison Commission, which saw to the disposition of state convicts, attended to all the highway work that was done. And that was very little. Georgia never received a penny from federal highway funds, for the General Assembly had never created any proper Highway Department to qualify for federal aid. As a result other southern states, North Carolina in particular, were far outdistancing Georgia in building good roads and getting "out of the mud." As a matter of sober fact there was not more than a hundred miles of hard-surfaced road in the whole state outside of city limits. Georgia was really hub deep in mud, and the hubs of those days were considerably farther from the ground than modern ones are. During 1919 and 1920 the Georgia legislature passed a series of bills, setting up a highway department and inaugurating a system of county seat to county seat paved roads. From this legislation stems the great network of first class highways that spreads over all the state today, north to south and east to west. Ever since 1920 Georgia has been making steady progress in the way of roads; she has participated in federal expenditures and has matched those funds with millions of her own. Mr. Allen feels that his part in the origin of this highway system is one of his most important contributions to his state.

In the matter of the public school system, Ivan Allen scored another success. Georgia's country counties in the first quarter of this century were not required by law to levy a school tax, and many of them didn't do so. They took what funds the state provided and did what they could and let it go at that. In the majority of such counties over 80 per cent of the available (and limited) money would go to white schools, and the scant remainder to colored schools, no matter what the population

of the county in question might be. With the help of Mr. George Carswell, representative from Wilkinson County, Mr. Allen put through a very constructive bill which required each county to match state funds with tax money of its own, and made provision for a more equable distribution than had formerly obtained. There is little doubt that this bill doubled the educational facilities for the residents of the poorer counties and gave the colored schools a fairer share in support. From that time on the general trend has been toward augmenting funds and multiplying facilities, especially in the "back country" of Georgia.

At about this same time Mr. Allen was indulging in another educational activity that, although not directly connected with his Senatorial work, was an outgrowth of the same interest in bettering Georgia's educational system which prompted him to work for the school bills in the legislature. In connection with the Georgia Illiteracy Commission, he took the chairmanship of a committee to establish special classes for adult illiterates in Atlanta. Eight of these classes were formed, with funds privately raised, and a "primer" was prepared with lessons based on such familiar words as the names of streetcar routes, popular advertisements, and the like—such things as the adult who cannot read or write is accustomed to seeing in writing and which form a body of knowledge which he is not conscious of having but which nevertheless forms a basis for learning and makes learning easier for him than for a child. The classes were extremely popular and the results were most gratifying. In the end the program was taken over by the school system.

It has been said of Mr. Allen that he was responsible for more bills but had his name on fewer than any other Senator of his time. The country prejudice against "citified" Fulton County was pretty strong in 1919 and 1920, and Allen found it expedient to have his bills introduced by some other Sena-



tor or Representative, perhaps from a South Georgia rural county or from the North Georgia hills. It would take too long to enumerate all such bills one by one, but among the measures Mr. Allen proposed (some of which were passed and some not) were bills making wife desertion a misdemeanor, establishing a state institution for the feeble-minded, regulating the sale, registration and inspection of automobiles, reorganizing the state guard, establishing a State Department of Banking, increasing assistance to the Confederate Soldiers Home. He worked arduously on behalf of woman's suffrage, which was a burning question of the hour. He was instrumental in defeating a state income tax bill. As Chairman of the Appropriations Committee he recommended and put through increases in pay for a number of state officials. And one bill of which he is very proud was the one he wrote, introduced, and saw enacted into law protecting the status of professional architects.

Introduced in the General Assembly in Ivan Allen's term was one bill which caused terrific excitement and turmoil. Today all this "to-do," seen through the reducing glass of time, seems fairly ridiculous. But even a proposition absurd upon the face of it can make headway if there is enough force behind it, and this is all the more true if its opponents fail to take it seriously. Such was the situation with Macon's capitol removal bill. Atlanta, drawing confidence from the obvious and physical presence of the state capitol building, refused to take Macon's propaganda as anything but a joke for so long that the fight came very near being lost through inattention. For a number of years the city of Macon had been bringing up the question of taking the capitol from Atlanta, her main claim for the honor being that she was geographically nearer the center of the state. Just as in the adage, familiarity bred contempt and Atlanta, accustomed to hearing the cry "Move the Capitol to Macon" paid little heed and went on about her

business, unconcerned. So it came as quite a shock when in 1919 Macon's Senator Ben Fowler actually introduced a bill to amend the constitution so as to transfer the capitol to Macon, lock, stock, and legislature. Unable to deny any longer that Macon's capitol removal talk was no idle chatter, Atlanta gathered herself together and prepared to do battle. There began a long wrangle which spread from the floor of the Assembly to the press and finally from border to border over the state. Vast sums of money were spent by both sides and the quarrel daily grew more acrimonious. From generalities to personalities was but a step, and aspersions were cast wildly in all directions. It is hard to realize now how bitter and high the feeling was—there was actual talk of separating and making two states, North Georgia and South Georgia. The whole thing hung on defeating the constitutional amendment in the Assembly. If it had come to a vote of the people there was the strong possibility that Macon might have won. Ivan Allen was a leader for Atlanta. He made many a speech on the floor of the Senate, and gave many an interview to the press, retelling the history of the capital's moves from Savannah to Augusta to Louisville to Milledgeville and at last to Atlanta, showing how it had moved northward with the population trend, stressing the fact the people of the state at large had chosen Atlanta as the capitol site in 1879. He pointed out that money, and a lot of money, would be needed for the proposed removal. He declared that Macon and Bibb County were already bonded to the limit—why embarrass them by putting them in a position where they would have to look for further financing? At the dozens of hearings held on the capitol removal bill, both Atlanta's and Macon's exponents used every weapon of oratory and argument, ranging freely from high seriousness to low comedy, with a generous admixture of acerbity. But in the end Atlanta won out, partly by laughing her opponent out of court, partly by a brilliant show of logic. Af-



## SENATE

ter listening to Mr. Robert C. Alston's long and closely reasoned statement to the Assembly, Senator Fowler himself moved to table his bill. It was never revived. So the capitol is still in Atlanta and there it probably will remain. But back in 1920, says Mr. Allen, it was touch and go for a while.

In speaking of Ivan Allen as Senator, the *Atlanta Constitution*, shortly after the legislature convened in 1919, said:

There is one senator in this year's assembly, however, who has never served before in either branch of the legislature; indeed, the commission given him by the voters of the 35th district is the first he had ever received from the electorate. He has served in many responsible positions as a civic worker. Perhaps no man in Atlanta, indeed, has served the upbuilding organizations in Atlanta more than he, and certainly no man typifies more fittingly the Atlanta spirit that has become an asset so invincible that even larger cities might emulate with profit. Of course I refer to the Hon. Ivan Allen.

And while Senator Allen is a new man in politics, a new man in legislative matters, a man of becoming modesty but of indomitable energy and unconquerable zeal, he has in the less than three weeks of this session developed into one of the really big men of the upper house. President Olive recognized his business and financial ability when he placed him at the head of the appropriations committee. His colleagues on the floor recognize it when they confer with him, and counsel with him, on practically all of the important matters that come to the floor. He is not an orator in the sense that the older men of the bar who have been trained to public speaking are orators; and yet he presents his case with conciseness, clearness, and with the force of sincerity and earnestness. He talks well because he talks to the point. Senator Allen is a man of conviction and not afraid of his position on anything. He does not side-step an issue. He doesn't know how to play the game of politics except to play it in the interest of his state and his constituency without regard to its effect for or against his own political fortunes. Again, he is popular by reason of his fairness and his discretion. In the Macon capitol removal fight he has worked with unceasing loyalty to his home city. No man has been more active in meeting Macon's contingency on every point, but his activities

## IVAN ALLEN: A RESOURCEFUL CITIZEN

have been so characteristic of a worthy advocate that he has linked even closer to him, if possible, the advocates of Macon. They admire his upright, conscientious stand, and applaud the spirit that inspires his labors in Atlanta's behalf.

We cannot say too much in just and deserving praise of the able manner in which Atlanta's young business senator is conducting himself in the senate of his state.

If the laudatory remarks that were made at the end of his term in 1920 were quoted, they alone would fill a book. From all sides came the suggestion that he run again, but his decision to return to "private" life remained unchanged. This term as State Senator was the only time in his life that he held a paid public office, though on more than one occasion he was urged to offer—for commissioner of Fulton County, for mayor of Atlanta, for Governor of the State, and for the United States House of Representatives. As a private citizen, he has always maintained a vital interest in municipal, state, and federal politics and has taken part in numbers of campaigns on all levels of politics. Under four Georgia governors he has served on the Governor's Staff as Lieutenant-Colonel—L. G. Hardeman, Eugene Talmadge, E. D. Rivers, and Ellis Arnall.

In 1932, that year of great economic and political upheaval, many people begged Mr. Allen to run for the state senate again. His refusal to do so caused general regret. As the *Constitution* put it:

The announcement by Ivan Allen, formerly state senator from his district, that he will not offer for the same position now, will be received with general regret. Had he entered the contest he would have received a support commensurate with his long and valuable public service.

Few citizens of Atlanta have contributed as liberally to the advancement of every meritorious civic interest as Mr. Allen. As a member of the senate he represented the district with distinction.

During his service in the senate and afterwards, he gave unsparingly of his time, effort, and money in the preparation and



## SENATE

promulgation of a businesslike plan for the reorganization of the state government along more efficient and economical lines. This plan formed the basis of the consolidations which were later enacted and which, while by no means as far-reaching as those contemplated by Senator Allen, were a step in the right direction.

The state needs the services of such men—men who have made a success of their own business and whose experience would make them factors in counseling in the conduct of government.

A large share of the responsibility for present inadequate and inefficient governmental conditions is attributable to the failure of the average voter to regard government as a large business enterprise, with every citizen as a stockholder. In selecting men who are to administer the affairs of this public business the people should give the same careful consideration they would to the choice of directors of a corporation in which they owned a controlling interest, or to the naming of the trustees of a fund for the care of those who come after them.

Mr. Allen is a fine type of private citizen and public servant and it is to be regretted that the demands of his own business make it impossible for him to consent to offer again for the senate.

Said Mr. Allen: "I feel I can continue to be of service to the public without re-entering public life and that my private businesses need my time and best efforts at this time. I am trying to keep their budgets balanced and that is what I would advocate for the state."

## CHAPTER 20

### ARCHITECTS

**I**N Georgia prior to 1920 a man who had been at great expense and trouble to get a thorough education in architecture and who was really qualified as an architect had no means of protecting his professional status. Any contractor or carpenter could draw plans for any type of building and sign them as an architect. The true architects felt strongly about this and made vigorous protests but they got no action toward protective legislation.

Ivan Allen, who was senator from the 35th district from 1919 to 1921, was talking one day to his friend Thomas H. Morgan, an Atlanta architect. Mr. Morgan was being extremely vociferous about the unfairness of the situation, declaring that it did a man no good to work for a degree when any jackleg carpenter with no proper training at all could claim the title of architect as well as he. Allen's interest was aroused and he went into the subject with Mr. Morgan at some length. Finally he said, "Mr. Morgan, while I'm in the Senate, I'll see to it that some law is passed which will protect you people." "Well," said Mr. Morgan, "if you do, I'll be very much surprised. All you politicians talk a lot about what you'll do before you're elected, but afterwards it's a different story."

But Ivan Allen was as good as his word. He got a committee of architects to draft the bill they wanted. He introduced the bill himself, and after a sharp fight he succeeded in hav-



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ing it passed by both houses. The bill has been of inestimable benefit to the profession, and was a major factor in elevating the standards of practice. It provides for a State Board for the Examination and Registration of Architects, who must examine every person who wishes to practice architecture in Georgia. Successful candidates are given certificates which must be periodically renewed. The bill also sets up definite educational requirements and other standards to be met. A carpenter can still draw plans if he wishes, but he cannot lay claim to the title of architect.

As an expression of their appreciation, the Georgia Chapter of the American Institute of Architects made Mr. Allen an honorary member for life. He is the only man in the state ever to be so honored.

## CHAPTER 21

### FORWARD ATLANTA

**I**N the summer of 1925 Atlanta fell into the grip of a psychological depression. People were gloomy over the migration to Florida—"everybody has gone but the postmaster"—and dimly predicted financial ruin. This attitude was the result of the hysterical prosperity in Florida, and it was for the most part an imaginary situation, but the solid and stable businessmen of Atlanta saw that it could lead to trouble and that something had better be done about it.

At the instigation of Mr. W. R. C. Smith, President of the Chamber of Commerce, a contingent of leading businessmen met, not merely to discuss the situation but to take definite action. It was Mr. Smith who advanced the brilliant idea of putting on a nationwide campaign to advertise the city of Atlanta. His idea was based on the principle that "If the world knows of Atlanta's advantages, more of the world's business will come here—and this will not only bring the city's activity and enterprise back to normal, but will send it long strides ahead of any progress it has ever known before." This meeting was in October. Committees were appointed, each with a specific report to prepare, and a month was allowed them to get this done. When they reassembled in November, the organization was set to go.

It is the duty of every Chamber of Commerce to advertise its city, but this campaign was to be different. It was to be directed explicitly toward drawing desirable and durable busi-



## FORWARD ATLANTA

ness which would find real advantage to itself in locating in Atlanta and would in turn develop into a permanent asset to the city. All advertising was to be predicated on a basis of absolute fact and truth—there was to be no effort to attract new population simply as such, but to encourage genuine, healthy growth.

The first step was to raise funds—\$250,000, or one dollar for every citizen of Atlanta, was the amount settled upon. Mr. William Candler headed the fund-raising drive. Five hundred volunteer workers responded to the call for solicitors, and in four days the fund was not only complete but oversubscribed by \$18,000.

The next move was the formation of the Forward Atlanta Commission, an unincorporated, non-profit, non-political group, without office or expense, made up of representative businessmen from the various civic and commercial bodies. The Chamber of Commerce was represented by Ivan Allen, Milton Bell, William Candler, and W. R. C. Smith. The Atlanta Real Estate Board sent Frank Adair; the Atlanta Federation of Trades, Louis P. Marquardt. Virlyn Moore came from Fulton County; L. T. Y. Nash from DeKalb; and A. J. Orme from the City of Atlanta. The Atlanta Retail Merchants Association chose Frank Neely to serve, and J. K. Orr was selected by the Merchants and Manufacturers Association. J. K. Ottley came for the Atlanta Clearing House Association. Philip Alston was appointed as counsel for the Commission, B. S. Barker was made secretary, and Harry J. Johnson, treasurer. Ivan Allen was chosen as chairman of the Forward Atlanta Commission as a whole.

The first thing the Commission did was to retain Touche Niven and Co. as auditors, to collect the money, keep the books, and make monthly financial reports. This obviated any possibility of criticism of the Commission's handling of the funds. Next the advertising agency of Eastman, Scott and Com-

pany was employed to prepare the copy and place the advertisements with a hand-culled list of twenty-eight publications. The Commission itself was subdivided into three committees—Finance, headed by William Candler; Media and Copy, in charge of W. R. C. Smith; and the Industrial Bureau Committee, directed by Ivan Allen.

The Commission determined to confine its advertising efforts to those newspapers and magazines of national circulation which would be sure to reach carefully chosen sections of the business world. Specialized trade media and financial and executive organs were used in addition to general publications. Founded on a major premise of accuracy, the advertisements put emphatic stress on decentralization of industry. The necessity for this decentralization was daily becoming more apparent—business houses no longer cared to carry enormous loads of stock, preferring to buy less at a time and maintain a quick turnover; and it was no longer possible for any industry to serve the entire United States from any one point, no matter where located. Atlanta was already a railroad center, within a day of port cities, and a financial center with its Federal Reserve Bank. The ads pointed out that the South was the nation's fastest growing market and warranted the most careful attention; and that Atlanta was the logical transportation and distribution center for the South. Atlanta's advertising was the first public recognition of the radical change in merchandising methods.

On April 30, 1926, the first ad for the Forward Atlanta Movement appeared in the *Saturday Evening Post*—the center, double-page spread, entitled "Ball and Chain Merchandise," depicting the struggles of a salesman burdened by distance, delay, and heavy freight charges. From this one advertisement alone came nearly four thousand inquiries, of which about two hundred were of real importance. The first ad was followed rapidly by dozens of others, each with its own specific





Meeting of the Georgia Chapter, American Institute of Architects, on November 12, 1919, at which Senator Ivan Allen was made an honorary member. Seated, left to right: E. C. Wachendorff, T. W. Smith, E. C. Frasier, Ivan Allen, John Robert Dillon, Warren Powell, DeFord Smith, P. Thornton Marye, G. Lloyd Preacher. Standing, Frank Happ, W. J. Sayward, Thomas Morgan, Fred Kloepferr, Eugene Black, Wm. J. J. Chase, A. Ten Eyck Brown, H. W. Witcover, Flippen Burge.

# A Resolution

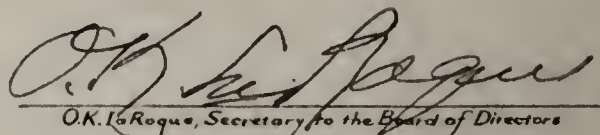
**Whereas**, Mr. Ivan Allen, retired as a member of the Board of Directors of this Bank on December 31, 1936, after having served since May, 1933,

**Therefore, be it Resolved**, That the Secretary be instructed to convey to Mr. Allen the sincere regret of the Directors in the loss of his personal and official association and counsel, and their appreciation of his constructive contribution to the progress of this Bank, assuring him of their full confidence in the success of his future activities, both business and personal.

**Be it further Resolved**, That the Secretary be instructed to forward certified copy of this resolution to Mr. Allen and that same be spread upon the Minutes of this meeting.



**I hereby certify**, That the above is a true and correct copy of resolution adopted by the Board of Directors of Federal Home Loan Bank of Winston-Salem, at meeting held on Wednesday, January 27, 1937.

  
O.K. LaRoque, Secretary to the Board of Directors



1900



1950

*To our friends,*

*We are celebrating the Golden Anniversary of our company, by presenting you with this book:*

*"Ivan Allen - A Resourceful Citizen"*

*It is about my father, the founder, and his many activities. Especially proud are we of his help in developing the office equipment industry and his work for the National Stationers Association.*

*I would appreciate acknowledgment after you have had time to look it over.*

*Sincerely,*

*Ivan Allen Jr.*  
*President*





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message—"Freed from the Yoke of Cotton's Domination," "Can You Get Along without an Atlanta Branch?," and as the campaign progressed "Why Did They All Choose the Same Location?" In that first year Atlanta's ads appeared 43,280,303 times!

By arrangement with the Forward Atlanta Commission, all the advertising was signed by the Industrial Bureau of the Atlanta Chamber of Commerce, and the task of answering inquiries was theirs. As head of this Bureau, as well as of the Industrial Bureau Committee of the Forward Atlanta Commission, it was Ivan Allen's duty to see that all queries were answered as quickly as was consistent with the policy of giving authentic and valuable information. The reports required exhaustive research and were comprehensively thorough—costs of getting established, production costs, distribution costs, local labor markets, raw materials, climate, power, transportation, competition to be expected, physical layout—all these factors were covered. Mr. Fred T. Newell was secretary of the Industrial Bureau and handled the job splendidly.

During that first year 169 new industries came to Atlanta, bringing a payroll of \$7,000,000 and employing over 4,000 people. The campaign had been such a signal success that it was decided to "capitalize the cumulative force of the advertising" and turn it into a three-year, million-dollar campaign. This was the first such community advertising program (with the exception of California, Inc.) ever undertaken on so large a scale, and handled in such an efficient manner, with a minimum of waste effort and a maximum of results. The banks, the utility companies, the merchants, the professional men, the city and county authorities, the civic and commercial organizations, the ordinary citizens—all furnished the money and followed it up with enthusiasm and co-operation. Some were prompted by civic pride and spirit, others were motivated by the knowledge that an investment in Atlanta's pros-

## IVAN ALLEN: A RESOURCEFUL CITIZEN

perity was a hard-headed, sound business deal, but whatever their reasons they paid up their subscriptions almost to a man.

As the campaign entered its second year the work of the Industrial Bureau increased to such an extent that Mr. Allen was unable to continue as chairman both of it and of the Commission. Mr. George West took over as chairman of the Commission, while Mr. Allen remained with the Industrial Bureau. In this position he was really the sales manager of Atlanta. The *Journal of Labor* said of him: "Characteristic of that keenness of mind that has placed him in the front rank of Atlanta's businessmen and also of that fine spirit and faith that has made him one of Atlanta's first citizens, he goes directly to the heart of the problem of boosting Atlanta." In the course of the campaign the Industrial Bureau prepared 446 book-sized surveys for as many industries, to say nothing of the hundreds of thousands of lesser inquiries answered. These inquiries came from every state in the Union, from Europe, and from such far-off places as Turkey, Rhodesia, and Siam. They continued to come long after the Forward Atlanta Movement was officially over, some in response to ads nearly two years old. Mr. Allen and Mr. Newell took innumerable trips in the interests of the work, and conducted countless tours of Atlanta and its vicinity for the benefit of prospective business houses; Mr. Allen read all of the advertising copy submitted, signed every check written, and kept informed of the status of the various possible newcomers at all stages of the movement. And remember that this was in addition to his regular civic and business affairs.

At the end of the three-year period, Atlanta had a net total of 594 new businesses, \$30,000,000 in payrolls, and 17,000 people employed. That this can be attributed directly to the Forward Atlanta Movement is demonstrable. From 1904 on, a record had been kept by the Chamber of Commerce of incoming concerns. A graph of these figures from 1904 to 1925 would



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show a slow but appreciable acceleration, and a normal curve of future expectation might be drawn on an average basis. But using the actual figures of the Forward Atlanta years, the curve shows an abrupt upswing.

Some idea of the magnitude of the program may be gained from the following excerpt from the Report of the Forward Atlanta Commission, published in 1929:

If the Atlanta advertisements were all torn from the magazines in which they appeared, and piled flat on top of one another, we would have a column three thousand feet higher than Pike's Peak, and nearly three times as high as Mount Mitchell. When it is understood that it requires 600 average pages to make one inch of thickness, the volume of this advertising may begin to appear. . . .

If these same advertisements were laid out as one great sheet of paper, they would cover an area of ninety-four million square feet. They would spread over all of downtown Atlanta like a huge umbrella.

From coast to coast, from those high up in advertising, in industry, in business and finance, the Forward Atlanta Movement received enthusiastic and favorable comment. Said B. C. Forbes in his syndicated column:

If your city wants to attract industries, ask Atlanta how it is done. Write Ivan Allen, of the Forward Atlanta Commission, or W. R. C. Smith, father of the Forward Atlanta idea. . . . Admittedly Atlanta has won leadership in national industrial advertising and in the effectiveness of its follow-up methods. These methods cannot be here described, because they are too comprehensive, too many-sided to summarize usefully. . . .

One example of how Atlanta's promotion works: J. E. Churchwell, in charge of the Southern territory for Johnson & Johnson, tells how he reached the conclusion that his company should have a factory branch in Atlanta, with a warehouse to supply Southern trade promptly. He felt that a mill in this section would be more profitable than elsewhere. Collecting abundant data, he went to New Brunswick to submit his recommendations to the heads of the Company.

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When he pulled out a set of Forward Atlanta advertisements and asked the assembled executives to read them he got the reply: "We don't need to. We have noted each one as it appeared."

Thereafter the great \$5,000,000 Chicopee mill at Gainesville was built, and Johnson & Johnson established in Atlanta a completely equipped regional headquarters organization.

Among other firms whose coming to Atlanta was the fruit of the Forward Atlanta Movement were General Motors, Sears Roebuck, National Biscuit Company, Cluett, Peabody & Co. And this letter tells its own story:

Dear Sirs:

We know that you are interested in the reasons which prompted us to acquire an interest in Davison-Paxon-Stokes Co. of Atlanta and to plan expansion of that enterprise on a scale commensurate with the economic prospects of Greater Atlanta and the New South.

The splendid business possibilities of Georgia and particularly Atlanta have been among our cherished family traditions as long as I can remember. In Georgia, both my grandfather and father laid the foundation of their business careers and the South has never ceased to be a source of inspiration to us. While we have been bound by these ties of family tradition, our present venture in Atlanta has been launched only after careful consideration of the economic possibilities of Atlanta and its tributary areas.

We have made an exhaustive survey of this section of the South. We are convinced that there are fundamental reasons for the economic renaissance now in progress. Atlanta is especially favored. It has excellent transportation facilities. It lies within easy reach of important raw materials, abundant power resources, satisfactory labor supply and expanding markets. It offers possibilities of far-reaching commercial and industrial development. It is the strategic center of a rich and rapidly growing area of vital interest alike to the manufacturer and the distributor.

Trusting that you may find this comment of interest, I am,

Yours very truly,

PERCY S. STRAUS

*Vice-President, R. H. MACY & Co.*



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Nor was it solely Atlanta that profited. The Elberton silk mills, the rayon mill at Rome, the American Thread Company at Dalton—these, to name only a few, came to Georgia because Atlanta ads brought them.

It was not the first time that Atlanta had changed adversity to prosperity—witness the great Cotton States and International Exposition, put on in a period of depression, which started the textile industry in Georgia. The Forward Atlanta campaign was only an exhibition of the famous “Atlanta spirit”—but on a grand scale and exemplified by men of unusual caliber.

“Great cities, like great men, do not attain the heights by sudden flight. For, after all, cities are but the lengthened shadows of the men who make them.”

. . . . .

The story of the Forward Atlanta Movement would not be complete without a mention of “Atlanta from the Ashes.”

“In 1864 the city of Atlanta lay a smoking ruin.” This is the opening sentence of the attractive little volume brought out in 1929 by the Ruralist Press in Atlanta. It tells in an impressive and vividly interesting fashion of the rehabilitation and growth of the city of Atlanta from its complete destruction at the hands of Sherman’s army to its present position as the center of distribution of the South and an important factor in the prosperity of the Nation.

The book was written by Ivan Allen, to be used in connection with the Forward Atlanta publicity, and it has gone through three editions. Mr. Allen explained the purpose he had in mind in the Foreword to the volume:

Atlanta’s history is a history of the South. Much has been written of her pioneers, soldiers, statesmen, editors and sportsmen. Little has been written of her industrial leaders, pioneers of recent decades, in the industrial development of this section.

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It is my aim in this volume to state, conservatively, facts about this reassuring phase of our life. I have endeavored to do so in a manner that will enable the reader to place an exact valuation upon Atlanta.

If this has been done my aim is accomplished.

“Atlanta from the Ashes” is generally conceded to be the best industrial story of Atlanta that has ever been published. In it Mr. Allen demonstrates the economic causes of Atlanta’s phenomenal rebirth, points out the natural advantages which accrue to the city from its position in the state, and gives full credit to the emprise and foresight of its citizenry, making a fascinating tale of it. The book is a veritable mine of information, set forth in terms that make for easy reading. Compression and condensation add to the attraction without detracting from the lucidity of the facts, which take in all features of the industrial and civic life of the city, emphasizing the great potentialities as yet unexplored.

As one reviewer said, “Long and useful as his public service has been, Ivan Allen probably made his greatest civic contribution to his city and his state when he wrote this book.”

The *Augusta Chronicle* reviewer made the statement that

We would like to throw out the suggestion that every businessman write books because they say what they want to say and all that is necessary to say, by the way, in a crisp, attractive style and Mr. Allen does not bring into use one hundred words to express a thought when ten words would express it better, which is a suggestion that the editor of this paper would like to pass on to some other authors that we know.

According to the *Atlanta Constitution*:

It is the author’s intention to present the city of Atlanta to the executives of American business and how well he has succeeded in his task is shown by the first cursory examination of the book. It is a complete exposition of the business progress of Atlanta from the days of ashes to the present day of greatness. It is a revealing story



## FORWARD ATLANTA

of the city's amazing progress against many almost insurmountable obstacles and contains a mass of information which evidently required tireless energy and a marvelous comprehension of the city resources to compile.

Miss Ella May Thornton, Georgia State Librarian, had this to say:

It is an extraordinarily fine presentation of facts and history, and fills the highest book requirement of satisfying the mind, the eye, and the imagination.

And from the report of the Forward Atlanta Commission:

Perhaps the most effective single piece of community publicity ever accomplished was the sending of 5,000 copies of the book "Atlanta from the Ashes" to the nation's leading businessmen, editors, public officials, etc. The response was overwhelming. The men who received it were high in their praise of the book and its contents. Priceless editorial comment was received in leading newspapers and magazines over the country, which repaid the cost of the book many times over. It is now a permanent addition to every library to which it was sent and is in the libraries of many of the coastwise steamships and ocean liners.

## CHAP 22 TER

### HISTORIES

**I**N 1929 the Honorable James H. Boykin of Lincoln County introduced in the General Assembly of Georgia a resolution recommending that as Georgia would be celebrating her 200th birthday in 1933 each county should select some suitable person to write its history, all to be deposited in the State Archives as the basis of a history of the whole state, to be compiled at a later date.

Fulton County acted upon this resolution by appointing Walter G. Cooper to write its history, under the supervision of a History Commission composed originally of Ivan Allen, Mr. Henry C. Peeples, Dr. Louie D. Newton, Miss Ella May Thornton, and Miss Alice Baxter.

The work was begun in 1930, and in 1934 the book was published, the writing of it having developed into a much bigger and more laborious job than was expected. Mr. Allen, who had been of great assistance to Mr. Cooper during the four years of composition, wrote the Foreword, from which these paragraphs are quoted:

The work proved a heavier task than we anticipated, and the Historian had to devote to it much more time and labor than we expected. This being the State Capital and the scene of important events for three quarters of a century, it was difficult to get into a single octavo volume of large type, with 300 illustrations, all that should go in it; but we think that has been done, and having been in close touch with the Historian during the whole period, I feel that I am in a position to say that it has been well done.



## HISTORIES

This is in no sense a commercial history and no consideration has been asked or accepted for anything it contains. The cost having been largely paid from public funds, there was no occasion to do anything but search diligently for the facts and present them clearly and fairly.

And the truth is interesting! Always stranger than fiction, it is more entertaining and enlightening when properly told. As the narrative proceeds the Historian has introduced here and there some curious and delightful incidents which add charm to the story.

My relations with the Historian, and the History Commission, have been pleasant, and I must say that the County Commissioners, confronted as they are with difficult financial problems, have given this work fair and wise consideration.

The Commission at that time was composed of Dr. W. L. Gilbert, Chairman, Paul S. Etheridge, Walter C. Hendrix, Walter B. Stewart, and the late lamented Edward H. Inman, with Henry M. Wood as Clerk.

This history is in the fullest sense a work of education, for the information it contains was heretofore inaccessible to the students in our schools, and without it their education would not be complete. It is education of the highest and most practical value, for without the teaching of experience which comes from the past through history we are poorly equipped to do our part worthily and wisely in the present.

The Southern people have too long neglected their history. Their ancestors had a leading part in the making of this Nation in war and peace, in framing the Constitution and in extending the National domain. We have a great past which should inspire us for a great future. The Civil War set us back for three generations, but having fought for the country again in two great wars, we are, as our great Senator Hill said, in the House of our fathers, there to remain, and there to do our part in building a great civilization.

Soon after the publication of the *History of Fulton County* the American Historical Society of New York sent a representative to Atlanta with a proposal for writing a comprehensive history of the state to be published by their organization. No Georgia history had been written since those of Jones and

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Stevens, both of which carried through the eighteenth century only. Mr. Cooper's work on Fulton County had been so successful that he was chosen to undertake the larger job. A sizable advisory council was appointed to assist him, including the following members: The Honorable Walter F. George, U.S. Senator; the Honorable S. Price Gilbert, Supreme Court of Georgia; the Honorable W. F. Jenkins, Court of Appeals; the Honorable John D. Humphries, Superior Court; the Honorable S. H. Sibley, U.S. Circuit Court of Appeals; the Honorable M. D. Collins, State School Superintendent; Dr. S. V. Sanford, President, University of Georgia; Dr. Harvey W. Cox, President, Emory University; Dr. M. L. Brittain, President, Georgia School of Technology; Dr. J. R. McCain, President, Agnes Scott College; Miss Ruth Blair, State Historian; Miss Ella May Thornton, State Librarian; Miss Martha Berry, Founder of Berry Schools; Milton Fleetwood, President of the Georgia Press Association. Members from Atlanta were Ivan Allen, Robert C. Alston, Dr. W. S. Elkin, Sam N. Evins, Robert L. Foreman, Robert J. Guinn, J. J. Haverty, Dr. David Marx, J. Walter Mason, Haynes McFadden, Dr. Louie D. Newton, Henry C. Peeples, Jack J. Spalding, Dr. Willis A. Sutton, Mell R. Wilkinson, T. Guy Woolford. Members from other Georgia cities were Thomas J. Hamilton, Fielding Wallace, J. M. Hull, Jr., from Augusta; Claude Christopher, Barnesville; Millard Reese, Brunswick; Rhodes Browne, Columbus; John S. Thomas, Dalton; Raymond Stapleton, Elberton; Judge W. E. H. Searcy, Griffin; Victor Davidson, Irwinton; Bishop W. N. Ainsworth, Orville A. Park, and Warren Grice, from Macon; Dr. Guy H. Wells and Mrs. J. L. Beeson from Milledgeville; W. C. Vereen, Moultrie; J. Randolph Anderson and Rabbi George Solomon from Savannah; Howard Coffin, St. Simons Island; Dr. George H. King, Tifton; Jack Williams, Waycross; Thomas J. Lance, Young Harris.

Ivan Allen was made Chairman of the Executive Council



## HISTORIES

and devoted a great deal of time to it. Far from easy to compile, the book was at last ready for publication in 1938. In the Foreword which Mr. Allen wrote for this volume, he stated:

After two years of careful research Mr. Cooper has written a history which I think will stand the test of time.

It is remarkable that, as the legislature said, there is up to the present, no complete history of Georgia, the Empire State of the South, which had a leading part in the life and progress of the country from the earliest times. . . . The histories of Colonel Charles C. Jones, Bishop William Bacon Stevens, and Hugh McCall were excellent for their times, but only carried the narrative to about the year 1800. Since then there have been notable books on features of Georgia history, by able and distinguished authors, but there was, until the appearance of this Story of Georgia by Mr. Cooper none that covered the whole period from prehistoric times through Indian civilization, the Spanish period and the Colonial and Revolutionary periods up to the present time.

The publishers, with years of experience and ample resources, have done their part well, and the typography, illustrations, and binding are in keeping with the character of the work.

Few even of educated people realize the great and heroic services to posterity, given in many cases at the cost of their lives, by our forebears in the American revolution. Their heroism is only equalled by that of Georgians in the War Between the States, when one-fifth of the entire white population fought for the State in the Confederate armies.

We would fail in our duty if we did not give to the rising generation and those who follow a clear account of Georgia's great past and the great deeds and heroic lives of those who made the State the great Commonwealth it is. It is a moving tale that stirs the blood and moves men and women to high endeavor.

A member for many years of the Georgia and the Atlanta Historical Societies, Mr. Allen is intensely interested in the history of his state and has a valuable collection of maps and documents pertaining especially to its early years. Last year (in 1948) he was awarded a certificate by the Georgia Society of Historical Research as one of the ten people who have done

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most to promote interest and research in Georgia history. The citation was given at the Society's annual dinner on December 3, 1948, and reads as follows:

The Georgia Society of Historical Research at this annual meeting would like to express warm appreciation to you for your part in preserving one of Georgia's historical sites, the Little White House at Warm Springs, and your fine work with the Franklin D. Roosevelt Warm Springs Memorial Commission. Georgians appreciate the association which links the late President Roosevelt to our State through his numerous visits to Warm Springs and the Little White House, and they are keenly interested in this beautiful and most appropriate memorial.

### THE ATLANTA SPIRIT

#### *Altitude + Attitude*

One practical evidence of Mr. Allen's never-failing interest in the history of his state and city is the little book, bearing the above title, which he published in 1948. Several years earlier he had been asked to write a brief resume of the founding of Atlanta and its subsequent growth and development to be used in connection with the hundredth anniversary celebration of the *Atlanta Constitution*. The article was printed in the paper's special anniversary edition and attracted a great deal of laudatory comment. Numbers of people suggested that it be put into more permanent form, because it contained so much information, concentrated and condensed into a readily usable state, which would be most valuable to students—or in fact to anyone who wanted to find out about Atlanta at a glance.

Finally Mr. Allen decided to have it brought out in book form. Using the original article as a basis, he expanded it and brought it up to date. The resulting little volume is an excellent capsule history of Mr. Allen's adopted city, and in addition it brings to earth that elusive quality known as the "Atlanta Spirit" which has played so telling a part in the city's life.



## HISTORIES

It is from this standpoint—that of explaining what the “Atlanta Spirit” is—that Mr. Allen tells the story of Atlanta. Pointing out that Atlanta, unlike most cities, had few natural advantages to begin with, he goes on to show that it was the indomitable spirit of her citizens that caused them to persevere in the face of many and repeated setbacks and that helped them to succeed in building in the end one of America’s greatest and most progressive cities.

When the small green-covered book made its appearance about a year ago, it was greeted with widespread acclaim. It was favorably reviewed in the *New York Times*, among other papers. Following are a few selections from the many letters Mr. Allen received:

The content of the book not only was interesting and informative, but was written in a most attractive style. [R. C. McNamara, Scott, Foresman and Company.]

It certainly gives one inspiration. [Michael Francis Doyle].

It is exceedingly interesting and I compliment you on its readability. [Walter D. Fuller, The Curtis Publishing Company.]

Emory tries to collect local materials as completely as possible not only for teaching and research but to develop a full picture of the growth and development of Atlanta. Your book will be a real addition to the collection. [Robert North, Jr., Emory University, Georgia.]

I want particularly to compliment you on the interesting and pungent presentation. [Bobby Jones.]

Margaret Mitchell said when the copy of *The Atlanta Spirit* reached her: “He is the right person to write a book about the Atlanta Spirit because he has more of it than anyone I know.”

## CHAP 23 TER

### BANKING

WHEN Mr. Allen's business was located at the corner of Marietta and Forsyth streets, he became interested in organizing a small bank on Marietta Street called the Sixth Ward Bank. He served as a Director and a member of the Finance Committee for several years, until he was invited to become a Director-Trustee of the Atlanta Trust Company. This Company was in the Empire Building at the corner of Marietta and Broad streets, now the Citizens and Southern National Bank Building. Allen resigned from this Board to serve as a Director in the Lowry National Bank, which later became the Atlanta Lowry National Bank. Later still the Fourth National and the Atlanta Lowry National Banks combined to form the First National Bank of Atlanta, Allen still remaining a Director. He maintained this connection until he became a Director in the Trust Company of Georgia, where he now serves as Director and member of the Executive Committee.

Not many years ago, Mr. Allen was asked to write an advertisement for a trust department. This is what he said:

Maybe it was just luck—anyway, when I came to the city, I sensed that the best possible business friend I could make would be a "Trust Company" because: it follows a policy, not a sentiment; it is more enduring than personal friends because it does not sicken, change, or die; it will never forget you; its memory, in a correspondence file, is imperishable; its good will toward you, entrusted to a succession of experts in the creation and preservation of good will, persists on and on throughout good conduct, unworn by use;



## BANKING

undried by time; it is conversant with all the laws, not afraid of "red tape."

While I am living, it helps build my estate; and when I pass on, it will keep the records straight for my loved ones.

Mr. Allen values most highly the experience he has gained from his various financial connections, and even more highly the friendships he has made in this way. He says, "It is a practical and business education to serve on a Board or Committee with the outstanding financiers. That rock of Gibraltar, Ernest Woodruff, that delightful, friendly Thomas K. Glenn, that lovable Mell R. Wilkinson—Robert Strickland—Harold Hirsch—Bulow Campbell. They have all gone on, but their advice and friendship have contributed immeasurably to making my life worth while."

During World War I, Mr. Allen served on the Liberty Loan Executive Committee for the Southeastern states. Mr. W. C. Wardlaw was Chairman of this Committee, which was responsible for the Liberty Loan drives, and others serving with Mr. Wardlaw and Mr. Allen were J. Epps Brown, M. W. Bell, Henry W. Davis, Robert F. Maddox, St. Elmo Massengale, Joseph A. McCord, Frederic J. Paxon, W. H. Toole, and Mell R. Wilkinson.

Then in 1919 Mr. Allen was appointed by William McAdoo, Secretary of the Treasury, to act as Director of War Savings for Georgia. The War Savings Campaign for all the Southeastern states was under the supervision of the Fifth Federal Reserve Bank in Atlanta through its Governor, Mr. M. B. Wellborn. Mr. Allen chose for his Executive Assistant Mr. Walter G. Cooper, who handled the job excellently. To insure adequate coverage of the territory, he and Mr. Allen set up committees in every town and crossroads village in the state.

Attacking the job with his habitual energy and zeal, Ivan Allen determined to put the State up to and over its quota.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

He accurately foresaw a period of unprecedented prosperity for the nation and for the South, with an increase in trade volume in all fields, including agriculture. He knew that many Americans are inclined to spend to the limit of their incomes, and he was resolved to see that Georgia people were induced to save through the medium of the War Savings and Thrift Stamp programs under his direction.

In an interview with the *Atlanta Georgian* just after his appointment as Director, Mr. Allen made a clear and definite statement of his aims:

The greatest and newest drive is the one for "thrift," and its benefits are as big and as generous as are the efforts which you put into it. Nothing gives a person the right direction in life more effectively than saving money. When a man learns how to save regularly he has the keystone to success.

The practice of thrift gives an upward tendency to life. It improves the quality of a man, and has a helpful reaction upon all the other faculties. Thrift is an evidence of superiority, in many ways. For instance it denotes self-control, self-reliance, prudence, foresight, and finally, it gives independence.

During the next twelve months I'm going to do my best to get the people of Georgia to save—save more than ever before, but wise saving. I want to turn every Georgian into a real, penny-saving citizen; to displace extravagance . . . with a true meaning of thrift and real economy. . . . My administration is going to be purely on an educational plan. I'm going to form savings societies throughout the State. Once a saver, no man, woman, or child will ever go back to throwing their money away.

How well he succeeded may be gathered from the fact that Georgia stood first in War Savings among the "deep South" states in World War I.

At the beginning of the Roosevelt administration in 1934, Ivan Allen was appointed Public Interest Director and Chairman of the Board of the Federal Home Loan Bank of Winston-Salem, North Carolina, serving the savings and home loan institutions in this district. Previous to Roosevelt's election,





*L. J. Montgomery*

*W. H. Humphreys*

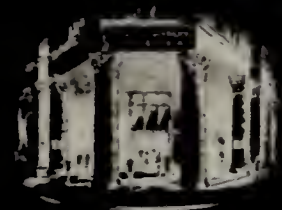
*Paul H. Starnes*

*Wesley P. Glenn*

*John H. ...*

*W. H. ...*

*Arthur ...*



DIRECTORS  
TRUST COMPANY OF GEORGIA  
ATLANTA

1943



*Robert ...*

*W. J. Davis*

*W. S. ...*

*W. H. ...*

*H. A. ...*

*Hugh ...*

*John ...*

*James ...*

*Walter ...*

*John ...*



Ivan Allen looking at his chart of DeSoto's travels, published in 1738. Other items from his collection may be seen on the desk. *Atlanta Journal* photograph, August 1946.



## BANKING

Allen had had some correspondence with him concerning the situation with regard to foreclosures and deficiency judgments on homes, a situation which during the height of the depression was rapidly growing acute. His appointment may have been an indirect outcome of his exchange of ideas. His service to the Home Loan Bank Board was from January 1, 1934, through December 31, 1936, when he resigned to go abroad.

This work necessitated a considerable amount of travelling and took Mr. Allen constantly away from his private business, but he took the keenest interest in it and spared no personal effort toward making a good job of it. In an interview given the *Winston-Salem Journal* in June 1934, he stated:

The Federal Home Loan Bank, the Home-Owners Loan Corporation, and the federal savings and loan associations are a three-armed weapon to prevent a recurrence of such conditions as we have just passed through. . . . The whole idea is to enable every family to own a home. You cannot make bolsheviks out of home owners. When we enable a man to build and pay for his home, we have made a real contribution toward good citizenship. . . . The worst kind of loan is the lump-sum loan which caused hundreds to be thrown out into the street when the depression struck the country. . . . The Home Loan Bank System is designed to eliminate that condition. An amortized loan . . . looks to the eventual ownership of the home.

He went on to say that it was his ambition to popularize the Home Loan Bank System in the South and to interest building and loan associations in using the bank's funds more extensively, thus enabling them to put out more loans.

To his Atlanta friends and associates, it came as no surprise that he fulfilled his intentions in every respect in this task as in so many others he had undertaken.

His resignation was greatly regretted by officials of the Home Loan Bank Board in Washington, as well as in Winston-Salem. O. K. LaRoque, president of the bank in Winston-Salem, wrote to Allen:

## IVAN ALLEN: A RESOURCEFUL CITIZEN

I want you to know that your service as director of this institution has been of untold value and the writer has derived a great deal of pleasure and profit from association with you both official and personal. While you will not be officially connected with our organization after the first of the year, yet I want to feel that we shall continue to have your support and advice. I believe that we can count upon you always.

And from John H. Fahey, Chairman of the Federal Home Loan Bank Board in Washington, came this letter of appreciation:

You have every reason to view with satisfaction the achievements of the Winston-Salem Bank. Not only have the loans grown from less than \$3,000,000 to almost \$12,000,000 without a single loss, but there are now four times as many members as in April 1933, when you first entered on your duties. Recent reports indicate that savings and loan associations are now developing more rapidly in the Southeastern states than anywhere else in the country.

Such a record is certainly a tribute to your ability in composing difficulties between the Directors, and in developing able executive management. I wish to express my appreciation and gratitude for the tact with which you met such problems, and the success with which you resolved the difficulties.

The Federal Home Loan Bank Board is further indebted to you for your public-spirited service as a member of the Federal Savings and Loan Advisory Council. I believe that your participation in the program of the Federal Home Loan Bank Board will make it easier in the future to enlist the services of other outstanding men. . . .



## CHAPTER 24

### BOY SCOUTS

THE Ivan Allens have been closely associated with Scouting in Atlanta ever since there was such a thing. Ivan Allen, Sr., with a small committee, raised the first substantial fund for the Boy Scouts in Atlanta and employed a full time Scout Executive, and he served for many years on the Executive Committee of the Council. His son, Ivan Jr., joined the Scouts as soon as he was old enough, made a fine Scout record, and is now Vice-President of the Atlanta Area Council and a member of the Board of Directors.

The story of how the Boy Scout movement came to the United States has come to be one of the classics of the modern era. An American publisher named Boyce, lost on a foggy night in London, asked a young boy if he could direct him to a particular address. The lad went with him to his hotel, and according to American custom Boyce offered him a tip. The boy refused it, saying that he considered this his daily good turn and that as a Scout he could not accept tips for a good turn. Mr. Boyce immediately asked for further information about this organization, for he felt that if it would develop this kind of spirit in the heart of a boy it would be a good thing to bring to the boys of America. Before returning to the United States he informed himself of all the details of the Scouts in England; and shortly after he reached home, he got in touch with Theodore Roosevelt, then President of the United States, and a few other friends and they carefully

## IVAN ALLEN: A RESOURCEFUL CITIZEN

studied the British program. On February 8, 1910, the Boy Scout Movement in America was officially launched.

It was not long in finding its way to the South, and in the early months of 1911 a troop was started in Atlanta.

Scott Candler organized and was first Scoutmaster of Troop No. 1, in Decatur; and Hamilton Douglas, Jr., was Scoutmaster of Troop No. 1 in Atlanta. Philip Weltner, who was in touch with officers of the National Organization, recommended that Bayne Gibson be appointed as Scout Commissioner of the Atlanta area, to get troops organized and promote the program in this territory. Gibson carried on the work as Commissioner until 1917.

Several more troops were organized and churches of all denominations became sponsors for troops. The good influence for character building among boys was so apparent that after some fifteen or sixteen troops had been started it seemed wise to obtain the services of a full time executive for the rapidly growing program.

A campaign for funds was held in the summer of 1916, and in three days \$12,000 was raised. Mr. Allen A. Jameson, who was in Y.M.C.A. work in Texas, was engaged as the first Scout Executive of the Atlanta Council. He was co-author of the first National Handbook for Boys, and was thoroughly acquainted with and admirably fitted for the Boy Scout program of activities. Headquarters of the Atlanta Council were opened in Room 601, in the Chamber of Commerce Building, with approximately two hundred Scouts in the city. Mell R. Wilkinson was elected President of the Council and an Executive Committee was formed, composed of Messrs. Ivan Allen, E. H. Cone, R. C. Darby, W. O. Foote, Bayne Gibson, Fred P. Jeter, Harrison Jones, V. H. Kriegshaber, Chas. D. McKinney, Ernest W. Ramspeck, Henry H. Schaul, and Kendall Weisiger.

The Atlanta Council applied for a Superior Court Charter,



## BOY SCOUTS

under the name of the Boy Scouts of America, Atlanta Council. Following is a complete list of that original Council:

Ivan Allen, E. H. Cone, V. H. Kriegshaber, R. C. Darby, Fred P. Jeter, Henry H. Schaul, E. W. Ramspeck, Kendall Weisiger, J. M. Van Harlingen, Mell R. Wilkinson, W. O. Foote, John E. Murphy, John Morris, David B. Smith, Harrison Jones, Henry W. Davis, C. D. McKinney, R. M. Abernathy, Albert S. Adams, Frank Adair, Preston S. Arkwright, A. L. Belle Isle, C. W. Blakey, Julian V. Boehm, C. E. Boynton, W. G. Bryan, J. B. Campbell, Asa G. Candler, Asa G. Candler, Jr., Rawson Collier, Chas. S. Culver, Raymund Daniel, Forress B. Fisher, Jas. B. Fitch, Richard Orme Flinn, H. G. Hastings, W. R. Hastings, L. D. Hicks, Clark Howell, Frank M. Inman, O. N. Jackson, Lee M. Jordon, W. V. Kriegshaber, L. M. Landrum, J. H. Lewis, Jos. C. Logan, Robt. J. Lowry, R. A. Magill, St. Elmo Massengale, K. G. Matheson, A. E. McLean, Floyd W. McRae, W. W. Tindall, Robt. B. Troutman, J. C. Wardlaw, Hugh M. Willet, David Woodward, J. W. Conkling, E. H. Goodhart, Joseph C. Greenfield, B. M. Hall, J. M. B. Hoxsey, Rockwell W. Johnson, W. Carroll Latimer, R. W. Murry, H. A. Steiner, E. S. Ehney, D. Dudley F. Yard, W. F. Dykes, H. P. Hermance, Delos L. Hill, J. A. Johnson, H. A. Maier, Robt. H. Martin, S. B. Mathewson, Jas. L. Mayson, C. D. McCutcheon, Haynes McFadden, W. W. Ross, W. Frank Smith, J. A. Stewart, Nat A. Thornton, W. H. White, Jr., R. H. Park, Moultrie Hill, G. E. Watts, Oscar Mills, Wilmer L. Moore, W. M. Lewis.

By the fall of 1916 the Boy Scouts in Atlanta were proving their worth. One of the first activities was handling the large crowd at the parade and in the grounds of the Southeastern Fair, where they had a tent for Headquarters and rendered First Aid in many emergencies. They picked up numbers of lost children, gave information to strangers, and in many other ways helped to make it a better Fair. Ivan Allen, who was

## IVAN ALLEN: A RESOURCEFUL CITIZEN

president of the Fair that year, expressed his appreciation through the medium of the newspapers.

In 1917, when President Taft came to Atlanta, more than a hundred Boy Scouts were charged with handling the huge crowd at the Auditorium. They worked under the direction of Ivan Allen, who as President of the Chamber of Commerce bore much of the responsibility for the occasion.

Probably the most outstanding service that the Scouts of Atlanta had performed up to this time, and the first real test of the efficiency of their training, came with the great Atlanta fire. They helped in every way—running errands, on duty in the Park, guarding property; the Police Department issued badges to all the Scoutmasters. Scores of Scouts remained on duty all of Monday night, and many continued to work through the next day. Official letters were sent to them from Mayor Asa G. Candler and from Ivan Allen, President of the Chamber of Commerce, commending them for their service during this critical time. Dr. David Marx made this comment: "The Boy Scouts are doing everything from errands to guard duty and are doing it perfectly. They are doing men's work and doing it with the judgment of men. I have never seen anybody, young or old, do finer work. I cannot praise them too highly."

The Liberty Bond Campaign by the Scouts proved to be a big surprise to all except those who knew the ability of the boys. In spite of the fact that the campaign had been going on for several days before the printed matter for the Atlanta Scouts was received, during the last three days the Scouts secured 748 applications, amounting to \$51,750.

By 1926 the Boy Scout Movement in Atlanta had grown to such proportions that it was necessary to employ an assistant to the Scout Executive. The Atlanta Council was exceptionally fortunate in getting Mr. W. A. Dobson to serve in that capacity, and as the first Director of the Bert Adams Camp,



## BOY SCOUTS

which was opened in 1927. The year following, Mr. Dobson succeeded Mr. Jameson upon the latter's resignation as Scout Executive of the Atlanta Area Council, and held that position until he resigned in 1936 to assume the job of Regional Scout Executive for the Southeast, which post he still holds.

In the late Twenties, Mr. Allen helped to organize a Scout Troop in Dalton, his old home town, and made a substantial contribution to its support.

Interest and participation in the Atlanta Scouts have grown steadily. The Scouts themselves have kept up the same fine quality of performance that they had in the beginning, and many honors have been conferred upon Atlanta Scouts as a whole and as individuals. One which particularly pleased Mr. Allen was that Troop No. 65 marched in President Roosevelt's first inaugural parade in Washington in 1933 with the troop from Warm Springs, by special invitation of Mr. Roosevelt himself.

Now in 1949 there are over seven thousand Boy Scouts in Atlanta, comprising two hundred and twenty-five troops, seventy cub packs, and twenty-three Senior Units. Scouting has come to be an integral part of community life for boys, and plays a large part in their training as citizens.

In recent years, Mr. Allen was asked to write a short sketch of the early history of Scouting in Atlanta, which was presented as part of the Annual Report for 1940. In thanking him, the Scout official wrote:

Your history of scouting will make a very valuable record in the scouting office. You are an old hand at such things, and I believe you will agree with me that the survey which we have just made will mean more to scouting in this area than anything that has happened in a long time.

## CHAPTER 25

# REORGANIZATION OF STATE GOVERNMENT

SINCE 1877, when a new work was to be done, the policy of the State has been to provide a new instrumentality for doing it. We have now in the administrative branch 29 departments, 21 boards, 24 educational institutions, 2 experimental stations, 3 educational and eleemosynary institutions, 3 corrective institutions, 321 trustees, and thousands of employees.

We have 161 county systems of public schools and 34 independent systems.

Besides 161 tax collectors who report to the Comptroller General's office, the following departments collect fees and taxes of various kinds: The Secretary of State, the Department of Agriculture, the Department of Game and Fish, the Bureau of Entomology, the Department of Revenue, the Securities Commission, the State Library as Commissioner, the Treasurer as Bond Commissioner, and the Department of Education.

In addition to these, practically all the boards of the State collect their own fees. Until the last two or three years, there has been little effort to even ascertain what amount of money the different boards of the State collected for their support. All of our schools collect fees and our Treasurer, in accordance with the present law, pays out money on lump sum requests. There is no pre-audit of account, and nearly every department, institution and board disburses its own money.

Our appropriations are made in lump sums for support and maintenance, and the spending of these appropriations is left almost entirely to the directing official without check or hindrance. There is no central oversight and our past experience has been that we reward extravagance with deficiency appropriations and



## REORGANIZATION OF STATE GOVERNMENT

punish economy by failure to provide the necessary means of expansion.

The recommendations we make can all be put into effect through legislative enactment and require no change in the constitution.

From our study and investigation we believe that if all moneys are paid into the treasury, with no special funds, with a centralized department of accounts, a budget control, centralized purchasing, and a reduction in the number of employees, there will be brought about a saving of from \$500,000 to \$750,000 annually, and we believe that if all the taxes are collected through one centralized State Department, it will bring into the treasury \$1,000,000 or more of taxes annually which the state is not now getting.<sup>1</sup>

This was the situation which the Commission to Simplify and Coordinate the Operations of Governmental Departments found when they began their investigation of the State government in 1929. Governor Hardeman had appointed this commission with a view to finding a plan for reducing the cost of government and increasing its efficiency at the same time. The Governor named Ivan Allen Chairman of the Commission, and the other members serving with Mr. Allen were as follows:

T. Hicks Fort, Columbus; R. E. Matheson, Hartwell; J. B. Jackson, Gray; Frank S. Palmer, Waynesboro; John D. Taylor, Summerville; Cullen B. Gosnell, Emory University, these representing the State at Large. From the Senate, P. B. Ford, Sylvester; Charles D. Redwine, Fayetteville; and J. M. Pitner, Washington. Representing the House were: C. H. Neisler, Reynolds; Hugh Peterson, Mt. Vernon; Columbus E. Alexander, Savannah; S. P. New, Dublin; Joe S. Burgin, Buena Vista; Columbus Roberts, Columbus; and Hooper Alexander, Decatur.

The first step taken by the Commission was to gather infor-

1. *Plan of Simplification and Coordination of the State Government of Georgia*. Governor's Commission, 1929. Atlanta.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

mation about the history and function of each department under consideration together with the facts concerning income, sources of income, and expenditures. In addition a study was made of all statutes touching in any way on the administrative departments. About this same period a number of other States either had reorganized their governmental set-up or were in the process of so doing, and the Commission was able to get from these States much valuable information about their experiences in handling problems similar to those of Georgia which proved to be most helpful in formulating a plan for our State.

Working entirely without remuneration, Ivan Allen and the others of the Commission spent months in preparing an extremely thorough and comprehensive report. Before submitting it to the Governor, they had a group of Georgia lawyers draw up an enabling act to put their plan into effect. The plan was so designed that no major constitutional changes would be required and the one Consolidated Bill would implement the whole of it. The number of departments was reduced to fifteen with two Boards and one Commission. Seven of the department heads were to be appointed by the Governor, while the other eight were to be elected by the people. To quote directly from the Commission's report:

This plan will simplify the State government, consolidate different departments now discharging similar or related functions, concentrate and correlate inspectional activities, eliminate in a large degree duplication of activity and effort, give Georgia an effective centralized control of State expenditures and an up-to-date budget system with proper facilities for the scientific preparation thereof, reduce waste and extravagance, provide for a better classification and standardization of employments and of salaries, wages, hours and titles of employees and a greater reciprocity between departments in the use thereof and give the State a Merit System for the selection of employees which will not interfere with the authority of department heads in the matter of dismissals, but



## REORGANIZATION OF STATE GOVERNMENT

will remove the motive to discharge for political reasons; and in general result in a better quality of service and a greater efficiency and economy in administration.<sup>2</sup>

The proposed plan received much favorable comment and Governor Hardeman was highly pleased with it. It passed the Senate but failed to get a vote in the House before adjournment.

Hardeman was succeeded by Richard B. Russell, Jr. Ordinarily the plans of one administration are quickly filed in the trashbasket by the succeeding one, but Allen's reorganization plan was so obviously good that it proved an exception to this general rule. Shortly after his inauguration Russell wrote to Allen, "Your labor on the reorganization bill has sown the seed that I feel will enable us to accomplish this great reform in Georgia. I shall devote every effort to securing the reorganization and simplification of our governmental machinery and I agree with you that it is one of the most important things in the life of our State." Governor Russell appointed a new commission, headed by Mr. Hugh Peterson, who had served on the first one. Some changes in details of the proposal as originally submitted were made, mainly in connection with the Board of Regents for the University System of Georgia, but the reorganization which took place during Russell's term in office was essentially that which the first Commission had outlined.

Years later, after he had become U.S. Senator from Georgia, Mr. Russell in writing to Mr. Allen on another subject found occasion to show that he had not forgotten what Allen had accomplished: "I remember very well your valuable services and intense interest in the reorganization of our State Government in Georgia. . . . You made a distinct contribution to the success of that movement."

2. *Op. cit.*, pp. 7-8.

## CHAP 26 TER

### MAPS

**I**VAN Allen has often been quoted as saying that his main diversion is civic activity, but he does have one hobby which will some day prove quite an asset to the State of Georgia or one of its institutions of higher learning. This hobby is map collecting, and Mr. Allen plans to leave his valuable collection "where it will do the most good."

The collection includes many old and rare maps of Europe, Asia, and Africa in various stages of their development. There are maps in French, in Dutch, in Swedish, and in Latin; maps delicately hand-colored and maps in black and white. Some are in "mint condition" and some are yellowed and tattered with use and age. Mr. Allen has developed a process of mounting these old maps on linen, so that their life is indefinitely prolonged and they can be handled without fear of destruction. He likes to have photostatic copies made of his maps for his own use and to give away, and has perfected a method of coloring the photostats so that they are really lovely. He has given a great many of these to individuals and to schools, notably to the high school in Dalton. His collection of originals is remarkably extensive, and in addition he has many photostatic copies of maps which he borrowed from various sources in order to round out some particular group in which it would be impossible to acquire the originals.

Although maps of every country appear in the Allen collection, it is the Georgia ones which he prizes most. They



## MAPS

graphically tell the story of Georgia's progress and development, and many very rare items are to be found among them. One of the oldest is an Indian map, dated 1597, which shows the hunting grounds and villages of the Cherokee nation. Another, a French map, is dated 1655 and shows Georgia as still a part of Florida. One shows the boundaries of the state extending as they did in the original grant to the Pacific Ocean! On some are depicted Indian trails which strangely coincide with national highways of today. A chart dated 1715 is one of the first maps giving the state the name of Georgia, and names of towns and rivers shown on it are correct to this day.

A map that Mr. Allen values most highly was presented to him in 1926 in London, while he was attending a meeting of the British Stationers as representative of the American group. It is dated 1765 and shows Georgia bounded on the west by the Mississippi, while the other boundaries closely approximate the present ones. The only other copy of this map known to be in existence is in the British Museum.

Probably the most valuable item in his collection is a map of DeSoto's travels which he bought in London in 1937.

Although he does not buy as widely now as in former years, Mr. Allen keeps a keen eye out for any worthwhile addition to his collection, which is of great historical value and will be increasingly so in years to come.

CHAP 27 TER

AGRICULTURAL AND INDUS-  
TRIAL DEVELOPMENT BOARD  
OF GEORGIA

HON. IVAN ALLEN, SR.  
*Atlanta, Georgia*

Dear Mr. Allen:

It has been my pleasure to send to the State Senate for confirmation your appointment as a Member of the Agricultural and Industrial Development Board, for a term beginning February 1, 1944, and expiring at the pleasure of the Governor. I know you will be interested to know that the vote on your confirmation was 48 to 0.

I consider myself most fortunate in having you serve as an official in my administration.

With all good wishes, I am

Sincerely yours,

ELLIS ARNALL

*Governor*

So Ivan Allen became one of the original members of the Agricultural and Industrial Development Board of Georgia, which was created by the General Assembly of Georgia in 1943 during Arnall's administration as Governor; and he remained a member until his resignation in December 1948. The Board was set up in recognition of the need for concerted effort to bring Georgia forward in rank among the United States, to develop her resources and plan for her future—in other words,



## A. AND I.D. BOARD

to do for the State on a large scale what the Forward Atlanta Movement did for Atlanta, and more.

The law provides that it shall consist of twenty-one members as follows:

The Chairman of the Board of Regents of the University System of Georgia or a member of the Board of Regents designated by the Chairman, the State Superintendent of Schools, the Commissioner of Agriculture, the Director of Public Health, the Head of the Department of Conservation, the Chairman of the Public Service Commission, and fifteen citizens from the State at Large appointed by the Governor.

The law further specifies that "in making said appointments the Governor shall select citizens who are fairly representative of the fields of finance, industry, business, agriculture, and labor." The Governor is directed to appoint the Chairman of the Board, and Judge Blanton Fortson, of Athens, was chosen.

The duties of the Board, according to the act creating it, are:

- (a) To advise and counsel with and coordinate the efforts and activities of all Departments and agencies of the State and its institutions which are engaged in the assistance or promotion or planning for the agricultural or industrial development of the natural resources of the State or in the promotion of a program for the public health in Georgia.
- (b) To advertise and promote the agricultural, industrial, historic, recreational, and natural resources, facilities and assets of the State; to make research and surveys, prepare plans, maps, and publish information with respect to agricultural, industrial, and economic resources, facilities, and establishments in the State.
- (c) To prepare and perfect plans for an ordered and comprehensive development of the State and its resources, to develop long-term policies in relation to agricultural, land and water utilization, flood controls, conservation, land settlement, tree-cutting, reforestation, watershed protection, public health, and water supply reservations.
- (d) To encourage counties, cities, and towns and groups thereof in the development and promotion of the agricultural, industrial, and natural resources of the State.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

At the organization meeting held February 1, 1944, the Board divided its work into seven panels—Agricultural, Education, Government, Health, Industry, Public Works, and Trade, Commerce & Industry. Three members of the Board were appointed to each panel, and in addition each panel employed a director and technical and clerical employees. There is also an executive director of the whole Board, who maintains the permanent offices in Atlanta. Dr. L. V. Howard first held this position, then Mr. Erle Cocke, Jr., and Mr. R. V. Connerat succeeded him.

Ivan Allen was Chairman of the Government Panel. The objective of this panel is improvement of government at both state and local levels. Their most important achievement to date has been the work in connection with revising the Constitution of the state and bringing about its adoption. The Government Panel was responsible for a number of changes in the Constitution, notably home rule for counties and cities and a constitutional merit system for the state. They also assisted various departments of the state in preparing legislation for submission to the General Assembly, and prepared reports on veterans legislation and other subjects for informative purposes.

The accomplishments of the Board have been considerable—the Georgia Better Farms Movement, the expanded health program, the reports on manufacturing, and the projects for public works such as the Savannah port authority and the Chattahoochee River authority. Ivan Allen took an effective part in all the work of the Board, particularly that of the Industry Panel, directing its efforts toward an inventory of industries at present in the state and a program for attracting new enterprises to take up residence here; and he served on the Executive Committee of the Board as a whole. A special report by Mr. Allen on the forestry situation in Georgia constitutes one of the Board's major services, and has been of great value to the state.





By His Excellency

M. E. Thompson  
Governor of said State

To the Honorable

IVAN ALLEN, SR.

Greeting:

Whereas, in conformity with the provisions of the Constitution and Laws of this State, you were on the 25th day of JULY Nineteen Hundred and FORTY-SEVEN, APPOINTED A MEMBER OF THE GEORGIA AGRICULTURAL AND INDUSTRIAL DEVELOPMENT BOARD

Now, Therefore, By virtue of the power and authority in me vested by the Constitution and Laws of this State, and in pursuance of your APPOINTMENT I do hereby commission you the said IVAN ALLEN, SR.

A MEMBER OF THE GEORGIA AGRICULTURAL AND INDUSTRIAL DEVELOPMENT BOARD

This Commission shall continue in force from JULY 25, 1947

to SERVE AT THE PLEASURE OF THE GOVERNOR and until your successor is APPOINTED and qualified, unless the same shall be vacated sooner or annulled in the manner authorized by the Constitution and Laws of this State.

Given under my hand and the Seal of the Executive Department at the Capitol, in the City of Atlanta, the 4th day of AUGUST in the year of our Lord One Thousand Nine Hundred and FORTY-SEVEN.

By the Governor:

*Paul Mulcaugh*  
SECRETARY EXECUTIVE DEPARTMENT

*M. E. Thompson*  
GOVERNOR



CERTIFICATE OF APPOINTMENT TO AID BOARD, 1947



Ivan Allen, Chairman of the Fulton County Welfare Board, on Thursday, March 19, 1948, broke the ground for Oak Hill Homes, for the foster children of Fulton County, on Stewart Avenue in Atlanta. Others shown are Tom Camp, Commissioner; Dr. Vinton, member of the board; Welborn Ellis, Administrator; Charlie Brown, Chairman of County Commissioners.



## A. AND I. D. BOARD

In connection with the Industry Panel, Mr. Allen was asked on numerous occasions to make addresses explaining its aims and objects. The following excerpts from one such address present his viewpoint:

This is the time for observations; recommendations can come later. We are profoundly interested in agriculture and livestock, mingled with industry. Call it the Ford Plan if you wish; the closer you bring them together in small communities the lower the overhead operation of both.

The railroads have held back this mingling of industry and agriculture. Now with good roads, truck transportation, it is not necessary to have a railroad siding; small industry, home industry, assembly work is possible even on the farm.

If we could wave a "magic wand" and bring a half-million industrious new citizens to Georgia, we would locate every one of them in towns of 2,000 or less. We would pick thrifty industrial workers with a hankering for the farm, the garden, and the great open spaces. Thus we would pour back into these communities what mass production, chains, and quick transportation have taken away from them.

Here in the small Georgia towns with the usual industrial pay and with suburban facilities, families can live 20 to 30 percent cheaper than in the city. Families can make a better appearance, lead healthier and happier lives, and children can get a better education.

Free tax is a boomerang. Industry is accustomed to and willing to pay taxes; they are afraid of assessments that are going to be put on them five years hence. Free taxes are unfair to existing industries.

The South is the fastest growing consumer market in the country; it is the last *industrial frontier*. The old industrial centers have reached the saturation point and manufacturers there have to run to keep their places, with no progress, no profit.

No longer can industry serve all the United States from any one point no matter how centrally located. Mass production will be compelled to decentralize to serve with overnight deliveries within fixed zones. With the multitude of items the merchant distributes, more and more the manufacturers must carry the stock to enable the merchant to get the extra turn-over.

Industries want to come South. They want to be taken into the

## IVAN ALLEN: A RESOURCEFUL CITIZEN

family; they want fair rates, taxes, railroads, electricity, etc. They will avoid the states with big bonded indebtedness and states that are promoting big bond issues. For this reason Georgia is particularly attractive.

It is not necessary for us to seek to uproot old industries or move industries from other states to Georgia unless for some particular reason they could prosper better here. We should ask for the expansion of old industry, new factories, new machinery, new equipment, to be built in Georgia, coming here with the capital and the management, to make use of our intelligent all-American, one-language-speaking labor. We can secure the new streamlined one-story industrial buildings that will be running full time when the old five and six-story factory buildings in the East are closed.

Before *Conversion* comes, this Commission will have a detailed survey, an inventory of buildings, machinery, equipment, utilities of every federal unit in Georgia and the housing equipment adjacent. We should now undertake to find a practical commercial prospect to use these units. Remember what happened after World War I. We saw camps, warehouses, and industrial units in Brunswick, Macon, Atlanta, Augusta, and elsewhere become derelicts, wrecked and sold without benefit to the State. The units of World War I were more temporary than the present units of World War II.

What a wonderful accomplishment to find a use for all these federal units, retaining the facilities and machinery and using the housing at a time when commercial buildings and housing are at a premium.

There is not much danger in bringing industries to Georgia that will not succeed because each trade or industry is keen and well-informed and often has more data about their particular industry than we will be able to give them.

The Department of Commerce in Washington and other departments of the federal government and our state departments have an untold supply of statistics and information. Easily gathered and assembled, it makes original research unnecessary. We do not expect this Commission to become a resolutive body with a lot of fantastic charts and surveys and then call it a day.

With twenty-one sales managers and the prestige of the State and the Governor, convincing invitations can be extended to acceptable citizens.



## CHAPTER 28

### FORESTRY

**E**VEN the most casual tourist passing through Georgia cannot fail to see that a large part of the countryside is covered by forests. But probably even Georgians themselves do not in general realize the full extent and value of their woodlands.

They are Georgia's greatest natural asset. Every year millions of cords of wood are cut; and in 1944, for instance, this wood brought income to the owners to the tune of twenty-eight million dollars and to the state in finished products two hundred million dollars. Very few people are aware that over half of the whole world's supply of naval stores comes from Georgia.

The state is only barely beginning to comprehend fully the great potentialities of her forests, and to take steps to insure their protection. For generations people have viewed the woods more in the light of a mine than a recurring crop. A hundred years ago the pine barrens were considered valueless for agriculture when cleared, and pine timber was thought virtually useless. A hundred acres of pine land could be bought for approximately seven dollars. In later years the value of rosin and pine lumber became more apparent, but still little or no effort was made toward conservation or reforestation. The owners needed to be educated about the advantages of an adequate planting program, safe cutting practices, fire protection, and similar measures—measures which could easily

## IVAN ALLEN: A RESOURCEFUL CITIZEN

double the output and the productive life of Georgia's timber lands.

Consequently one of the first projects undertaken by the Agricultural and Industrial Board of Georgia was a survey of forests and forest resources. Ivan Allen was directed to make a report on forestry. His interest in the subject was well known, for he had given the Fort Mountain Park to the state and during Governor Hardeman's administration had served on the Citizens Advisory Committee for State Forest Parks. And his ability to get at the facts was equally outstanding.

The survey was begun in July of 1944. Co-operating with the Board were the American Forestry Association, the Georgia Forestry Association, the Georgia Department of Forestry, the Agricultural Adjustment Administration, and the University of Georgia Forestry School. Working directly with Mr. Allen were B. F. Grant and A. E. Patterson of the University. The object was to determine what had happened in forestry in the state in the previous ten years, what damage fire had done, what inroads war demands had made, what effect heedless cutting practices had had, what protective measures were being taken and what should be done along this line. In order that the findings be of maximum use, the survey was conducted on a county level, the first time such a thing had ever been done in Georgia. The counties of the state were grouped into nine districts, corresponding to the divisions used by the Georgia Department of Forestry; and the results were made public in a series of nine bulletins, together with a tenth which presented Mr. Allen's summary report, submitted and unanimously accepted in September 1946.

It was found that two out of every three acres in the state were in timber, and that even though Georgia had been doing more than her share in filling the war needs, the total acreage in forests had increased in recent years. The large timber owners, such as the pulp mills, were using good forest prac-



## FORESTRY

tices; but the smaller owners were in need of information and assistance, and in need of protection as well. Not fully realizing the value of their timber, they frequently found themselves at the mercy of the larger operators and failed to receive full value for their wood and wood products.

In the Introduction to his report to the Board, Mr. Allen stated:

Georgia's forests constitute her greatest natural resource—a resource potentially greater than that of any other state. Of the state's total land area of over 37 million acres, 66 percent, or 25 million acres, is in forests. These forests produce annually more than 50 percent of the world's supply of naval stores; approximately 5 percent of the national lumber cut; tremendous quantities of cross ties, poles, fuel-wood, pulpwood, and other products, which furnish the landowners more than 100 million dollars income—an amount approximately equal to the value of the cotton or livestock industry in the state.

During the past ten years the practice of forestry has made much progress. . . . The naval stores industry, in particular, has made notable progress in forestry management. Many commercial and private owners are practicing sound forestry on their holdings. There are still, however, too many acres of forest land without fire protection and management practices.

In order to obtain data on the timber resources of the state, at the county level, the Agricultural and Industrial Development Board of Georgia started a survey in August 1944. The results of the survey have been published in nine bulletins. The present report is a summary of the nine district bulletins, together with recommendations based on the study which, if put into effect, will go far toward bringing the forest lands of the state into full productivity.

During the past five years Georgia has contributed in a large way to the volume of forest products needed for the war effort. During this period a much greater volume has been removed than during any other similar period in the state's history. In spite of this heavy drain, the total supply has decreased less than 3 percent. Forest acreage has increased to the point that two out of every three acres are in forests.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Further studies should be made of the state's forestry situation. Of paramount interest to the citizens of Georgia are studies of commercial and public ownership of forest land, taxation, price differentials existing between products in Georgia and other states, and cutting practices.

Mr. Allen recommended that a consistent program of forestry education be put on by the state, particularly aimed at the small owner; that the state furnish seedlings to be used in reforestation; and that some money be allocated for research purposes. He especially emphasized the need for organized fire control. In 1943 nearly three million acres were burned, mostly through carelessness. Mr. Allen urged that the state secure a million dollars annually from state and federal funds to furnish airplane fire patrol for the entire state. "Some thirty-odd counties have banded together in a cooperative agreement for fire control," he stated, "and in some places there are fire towers. All this is good as far as it has gone, but to date it has been infinitesimal in controlling the loss of timber from fire. What Georgia should have is a group of specially trained pilots with two-way radio communication, in conjunction with radio-equipped fire fighting trucks for detecting and fighting forest fires. This is the most modern method of waging war on forest fires, and would do more than any other one thing toward the protection of Georgia's woods."

### SUMMARY OF GEORGIA FOREST FACTS

1. The total area of Georgia is 37,680,640 acres, of which 24,714,613 acres,<sup>1</sup> or 66 per cent, are in forests.
2. The total net volume of sawtimber is 40 billion board feet, of which 30 billion board feet are pine and 10 billion, hardwood and cypress.

1. Does not include 464,349 acres in the Okefenokee Swamp.



## FORESTRY

3. The total net volume of cordwood is 86 million cords, 40 million of which are pine, 28 million pulping hardwoods, and 18 million non-pulping hardwoods and cypress.

4. The total net growing stock<sup>2</sup> is 165 million cords, 100 million of which are pine and 65 million, hardwood and cypress.

5. On the average acre of forest land the total net volume of sawtimber is 1,606 board feet, of which 1,224 are pine and 382 hardwood and cypress.

6. On the average acre of forest land the total net cordwood volume is 3.4 cords, 1.6 cords of which are pine, and 1.8 hardwood and cypress.

7. On the average acre of forest land the total net growing stock<sup>2</sup> is 6.7 cords, 4.1 cords of which are pine, and 2.6 hardwood and cypress.

8. Only 26 per cent of the privately owned forest land is protected from fire.

9. Between 2 and 3 million acres are in need of planting.

10. The forest lands are producing less than one-half of their capacity.

11. With proper protection, planting, and management Georgia's forest lands will produce sufficient timber to supply all present and future demands and increase the growing stock.

2. Sawtimber converted to cords and added to cordwood volume.

Comparison of State Forestry Programs (Alabama, Florida,  
Georgia, South Carolina, and Louisiana, 1946)

State	Funds Available for Forestry					Forest Acreage	State-Owned Forest Land
	State Funds	Federal Funds	County Funds	Other Funds	Total Funds		
Alabama	\$ 80,000	\$230,599	\$ 55,626	\$404,837 <sup>1</sup>	\$ 812,500	18,877,700	172,946
Florida	250,000	384,937	286,791	79,637 <sup>2</sup>	1,001,365	22,000,000	206,035 <sup>3</sup>
Georgia	168,207	210,000	225,000	9,702 <sup>4</sup>	612,909	25,000,000	38,000 <sup>3</sup>
South Carolina	682,722	352,593	0	0	1,015,315	11,570,000	148,618 <sup>3</sup>
Louisiana	299,495	202,717	0	0	585,212	16,000,000	10,000

1. Severance tax receipts.  
2. Receipts from state forests.  
3. Mostly leased from the federal government.  
4. Receipts from private funds.



## CHAPTER 29

# CONSTITUTION RATIFICATION

GEORGIA'S Constitution of 1877, adopted soon after the State was freed from carpetbag rule, was a long and complicated document filled with detailed limitations on the government, particularly in the field of finance. As a result of the inclusion of numerous provisions statutory in nature, the document was amended three hundred and one times in a period of sixty-eight years. . . . In March, 1943, the General Assembly passed a resolution, sponsored by Governor Ellis Arnall, providing for a commission of twenty-three members to revise the Constitution. The commission was to be composed of the Governor, the President of the Senate, the Speaker of the House of Representatives, three members of the Senate appointed by the President, five members of the House appointed by the Speaker, a justice of the Supreme Court designated by the Court, a judge of the Court of Appeals designated by the Court, the Attorney General, the State Auditor, two judges of the Superior Courts, three practicing attorneys-at-law, and three laymen to be appointed by the Governor.<sup>1</sup>

The members of the Commission were as follows: Governor Ellis Gibbs Arnall; Frank Cleveland Gross, President of the Senate; Roy Vincent Harris, Speaker of the House; Thomas Grady Head, Attorney General; B. E. Thrasher, State Auditor; Warren Grice, Justice of the Supreme Court; Thomas Slaughter Candler and William Rufus Smith, Judges of the Superior Court; Hugh James MacIntyre, Judge of the Court of Appeals; Senators David Johnson Arnold, David Scarlett

1. *Records of the Constitutional Commission*, 1943-44, Vol. I, Albert D. Saye, ed., p. i.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Atkinson, and Jefferson Austin Pope; James W. Culpepper, Adie Norman Durden, Charles Latimer Gowen, Frederick Barrow Hand, and James Roy McCracken, Members of the House of Representatives; James Vinson Carmichael, Frank A. Foley, and Hatton Lovejoy, attorneys-at-law; and Hamilton Tatum Holt, Robert Edward Lee Majors, and Mrs. Leonard Haas, laymen.

After the commission for revising the Constitution had finished its task and the completed work had been submitted to the General Assembly, it remained to "sell" the new document to the public, as it had to be ratified by popular vote before adoption. The Agricultural and Industrial Development Board was charged with this responsibility and Ivan Allen was put in immediate command as Chairman of the Committee for Constitutional Ratification. By the use of widespread publicity he brought home to the voters of Georgia the changes and benefits the new Constitution offered; and he succeeded so well that when it went to the polls on August 7, 1945, an overwhelming majority of votes was cast in favor of it.

The sixty-eight-year-old Constitution had not been fundamentally changed since it was written and had so many amendments that it was popularly referred to as a "patchwork quilt." The Commission had worked long and hard to bring it up to date and simplify it. It was manifestly to Georgia's advantage to adopt it, and still there was much opposition to it. It was Allen's job to overcome this opposition. The following article which he wrote for the *Georgia Press* is an excellent exposition of the situation as he saw it:

For many years thoughtful and patriotic Georgians have realized the imperative need for a general revision of the present State Constitution, which has been amended 301 times since its adoption in 1877. Because of the earnest efforts of the Legislatures of 1943 and 1945 and a year of diligent work performed by the Revision Commission composed of 23 of our most eminent public officials, legis-



## CONSTITUTION RATIFICATION

lators, jurists and representative citizens, Georgians at last have an opportunity to vote for a new Constitution. It has been referred to the people backed by the overwhelming approval of both branches of the General Assembly.

This instrument proposes no radical changes in Georgia's government. It does, however, include notable reforms that have become the targets for unfair partisan attacks. You will never hear any open talk about these long demanded reforms; instead the snipers will talk about trivialities. These are the tactics used in the effort to flyspeck and undermine a great and constructive undertaking.

Here are the five principal reforms that have aroused some scattered criticism:

1. *Home Rule.* The eleven home rule sections give the people of counties and municipalities positive control over their own affairs. Local bills must be properly advertised. Local self-government will become a reality instead of a joke. And of course some factions don't like that.

2. *Budgetary Control.* When the Arnall Administration took office, Georgia owed about \$36,000,000. Its net indebtedness is now reduced to \$2,000,000 and there will be no debt at all by the end of the fiscal year. Budgetary controls that enabled this administration to enforce economy and pay the State out of debt are disagreeable to some partisan opponents. They say that the pig that grunts the loudest is the one that is shoved away from the trough!

3. *Electoral Reform.* A general literacy test for all voters is created and property qualifications for voting are eliminated. The poll tax is abolished. The masses of our citizens are enfranchised. The white primary and the County Unit System as provided by statute are left unimpaired. The integrity and number of existing counties are specifically upheld. No merger or consolidation is permissible except by a two-thirds affirmative popular vote in each county affected. Are there some partisan politicians who object to this safe-guard of the purity of Georgia's ballot boxes; or to this method of preserving our counties?

4. *Veterans Service Department.* This agency is being established to help returning veterans claim their full rights under Federal and State legislation. It is an agency of veterans, for veterans, administered by veterans. It is made a constitutional body with an independent board to prevent it from becoming a political foot-

ball. It is placed on a plane of equal dignity with other departments. Its creation was advocated by every veterans' organization in Georgia. It is under secret attack by certain partisans who do not want a non-political veterans agency.

5. *No Tax Favoritism.* For over a hundred years a few corporations have enjoyed freedom from State and local taxation. Nearly three quarters of a century ago Robert Toombs made a heroic fight to avoid this vicious practice. The new Constitution rectifies this abuse. Naturally some selfish elements don't like this reform.

Objection to these five needed improvements has led to partisan attacks. Three arguments have been advanced against this progressive and "streamlined" new Charter for our State. Let us look at them in candor and fairness.

1. What About Schools? The obstructionists say that the new Constitution "abolishes the local trustees that the old Constitution provides." The reactionary critics are wrong again. The local trustees are not even mentioned in the old Constitution. They are definitely lifted to a constitutional status in the new one. The leading friends of education in the State, including the Georgia Education Association, the Association of School Administrators and the State Board of Education have unanimously approved the new Constitution as a great forward step for the cause of the school children of Georgia.

2. What About the Soldiers? The reactionaries assert that we should postpone all steps to prepare Georgia for the return of the young men and women in our armed services. According to their lazy theory everything ought to wait until our victorious warriors get back, and then make them do the job that we ought to do ourselves. According to these invincible guardians of the "home front" Dad ought to leave the weeds uncut until Joe gets back from Manila, Berlin, or Tokyo; while Mother piles the dishes in the kitchen sink until Sister Susie returns from the Nurses' Corps. But in common decency and gratitude we ought to do our weed cutting and dishwashing now. The men and women in service, incidentally, cast a higher percentage of ballots than did our civilians in Georgia in 1944.

Through the Young Democratic Clubs of Georgia, the various service organizations, and the Georgia War Ballots Commission, almost every Georgian in the armed services has had an opportunity to study the new Constitution and obtain a Soldier Ballot.



## CONSTITUTION RATIFICATION

Those sons and daughters of Georgia firesides know far more about what is taking place at home than some of our sunshine patriots appear to think. . . .

Governor Arnall outlined the clear and urgent reasons for revising Georgia's obsolete system of government when he declared: "These reforms are long overdue. It is imperative that they be obtained before the start of the postwar reconversion period, just as it is imperative that the freight rate discriminations be removed before we return to postwar industrial reconversion, and just as it is essential that we take stock of our resources. After the war it will be too late to prepare for the era of challenge and opportunity that Georgia will face."

Georgia's new Constitution has the active support of our foremost lawyers and most distinguished judges and legislators—all schooled in the intricate science of government. It has been endorsed by the Georgia Bar Association, the Association of County Commissioners, the league of city officials, the federation of Georgia's merchants, leaders in the fields of finance, business and commerce, as well as by civic organizations, educators, federations of public-spirited women, the Georgia League of Women Voters, the majority of men and women who have championed the cause of organized labor, leaders among our most successful farmers and friends of rural home economics, together with organizations of war veterans and other patriotic groups who have the welfare of our State at heart.

It will enable Georgia to stride forward in the vanguard of the parade of States as it marches to win a richer share in the blessings that the postwar world offers to America.

Local self-government is assured in scores of other ways never contemplated under our present heirloom of a distant past.

Many faithful county officials presently eking out a bare existence or even obliged to quit because of the slender fees stipulated for their duties can now for the first time have their compensation legally supplemented without the tedious delay of an enabling amendment to our antiquated Constitution.

The pending proposal to simplify and strengthen Georgia's basic law was submitted to the electorate in response to popular demand. This is no time to allow guerrillas to traffic with our destiny.

The issue is whether the people choose to struggle along under a

## IVAN ALLEN: A RESOURCEFUL CITIZEN

basic law that encourages lazy government and exploitation, or prefer a basic law that will implement a vigorous and energetic administration of the public business to further the people's good.

Voters are urged to mark their ballots "for" Georgia's new Constitution. It is the first item on the ticket in the election of August 7. This is one of the most important decisions our people ever made.

Its ratification will score another victory for wise, sound, and efficient government in Georgia, and open the door to greater opportunity for our future development, happiness and prosperity.

The state should be grateful to Mr. Allen for the part he played in this undertaking and the importance of his contribution is attested by Governor Arnall's letter of appreciation, in which he said:

The job you did as Chairman of the Committee for the ratification of the new Constitution was superb. As long as the Constitution of 1945 remains in effect the people of Georgia can thank you for having led the drive which resulted in its ratification. You are a great Georgian. . . .



1877 — 1945

## COMMITTEE FOR CONSTITUTIONAL RATIFICATION

38 CAPITOL SQUARE — TELEPHONE WA 7510

IVAN ALLEN, CHAIRMAN  
WALTER R. McDONALD  
CHARLES B. GRAMLING

CULLEN B. GOSNELL  
BASIL STOCKBRIDGE  
NELSON SHIPP

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### ADVISORY COMMITTEE

#### FIRST CONGRESSIONAL DISTRICT

Will J. Peterson, *Mount  
Vernon*  
Capers Rice, *Vidalia*  
Andrew J. Bird, *Metter*  
Henry Howard, *Sylvania*  
Ed Abrams, *Savannah*  
Paul Ploeger, Sr., *Darien*  
R. R. Tippins, Sr., *Black-  
stone*  
Fred Hodges, *Statesboro*  
D. B. Warnell, *Pembroke*

#### SECOND CONGRESSIONAL DISTRICT

Alvin Fleming, *Blakely*  
C. B. Allen, *Moultrie*  
Jesse Forsyth, *Cairo*  
W. E. Beverly, *Thomasville*  
Paul Fulwood, *Tifton*  
R. S. Hall, *Newton*  
Leonard Farkas, *Albany*  
Jesse Drake, *Colquitt*

#### THIRD CONGRESSIONAL DISTRICT

John C. Foster, *Bluffton*  
D. G. Bland, *Lumpkin*  
Joe Ray, *Cuthbert*  
Dr. V. C. Daves, *Vienna*  
U. S. Underwood, *Reynolds*  
B. C. Watson, *Warner Robins*  
Cecil Crummey, *Rochelle*  
Israel Mannheim, *Hawkins-  
ville*  
Jas. R. Blair, *Americus*

#### FOURTH CONGRESSIONAL DISTRICT

Mrs. Mary Colley, *Grantville*  
Mrs. A. S. Callaway, *Hogans-  
ville*

S. B. Wallace, *Griffin*  
Mayor John Hines, *Hogans-  
ville*  
Norman Peacock, *Barnesville*  
Ike Robinson, *Covington*  
Frank Kimble, *Carrollton*

#### FIFTH CONGRESSIONAL DISTRICT

Guy Rutland, *Decatur*  
William Dean, *Conyers*  
E. E. Andrews, *Atlanta*  
J. P. Allen, *Atlanta*  
Robert Troutman, *Atlanta*  
Charlie Gilman, *Atlanta*  
Henry Chandler, *Atlanta*  
Zach Arnold, *Atlanta*  
Charlie Brown, *Atlanta*  
Erle Cocke, *Atlanta*  
Mills B. Lane, *Atlanta*  
Baxter Maddox, *Atlanta*  
John Outler, *Atlanta*  
John Fulton, *Atlanta*  
Leonard Reinsch, *Atlanta*  
John Griffin, *Emory Univer-  
sity*

#### SIXTH CONGRESSIONAL DISTRICT

R. H. Freeman, Jr., *Macon*  
Jas. Seymour, *Sandersville*  
Harley Fulford, *Wrightsville*  
S. E. Floyd, *Macon*  
Frank Willingham, *Forsyth*  
Rupert Hogan, *Dudley*  
Guy Wells, *Milledgeville*

#### SEVENTH CONGRESSIONAL DISTRICT

George McMillan, *Marietta*

Jim Evitt, *Ringgold*  
Judge J. M. C. Townsend, *Wildwood*  
V. C. Pickering, *Chatsworth*  
Mrs. Ralph Butler, *Dallas*  
L. A. Lee, *Dalton*  
Robert Knight, *Cartersville*  
Don Howe, *Buchanan*

#### EIGHTH CONGRESSIONAL DISTRICT

Joe H. Little, *Ocilla*  
Glenn Thomas, *Jesup*  
Turner Rockwell, *Valdosta*  
Perry J. Castleberry, *Adel*  
Morris Johnson, *Alma*  
Carl Broome, *Nahunta*

#### NINTH CONGRESSIONAL DISTRICT

Dr. Lee Rogers, *Gainesville*  
Marvin Allison, *Lawrence-  
ville*  
Rush Burton, *Lavonia*  
Jack Salvador, *Toccoa*  
Linton Crawford, *Cornelia*  
Charlie Maloof, *Helen*  
Ed Jones, *Blairsville*  
Royston Ingram, *Cumming*

#### TENTH CONGRESSIONAL DISTRICT

Forrest Champion, Jr., *U. of  
Ga., Athens*  
Louie Morris, *Hartwell*  
R. R. Johnson, *Washington*  
Sheriff Lynn Norris, *Thomp-  
son*  
Floyd Newton, *Madison*  
Monroe Butler, *Watkinsville*  
Osgood Williams, *Crawford-  
ville*

Voted On August 7, 1945

## CHAPTER 30

### WELFARE

ORGANIZED social work is a comparatively new thing in the world. Until fairly recent years, charity was dispensed by amateurs or by church groups whose good intentions were of sterling quality; but there was a terrific amount of duplication of effort, and time and money were as often as not wasted.

It was in 1905 that Atlanta began to take the first steps toward the present-day setup in welfare work. The Associated Charities, organized by Col. William Green Raoul in that year, was a real social agency, employing trained workers who made careful investigations of each case of need which came to them, endeavoring to relieve distress without encouraging the applicant in habits of dependence upon charity. Besides attending to the needs of the individual poor in their homes, they wished to attack the social conditions under which the poor lived. Funds for the work were raised by annual subscription, the campaigns being managed by the Association's Directors. But the close of each year usually found the Associated Charities in the red.

In 1911 the always precarious financial situation grew acute. Several times during the summer, the matter of a supplemental campaign was discussed, but nothing was done until fall. At that time, with a deficit of several thousand confronting them, the Directors made up their minds to try a new plan. Mr. F. J. Paxon, who was a Charities Director, was also Presi-



dent of the Chamber of Commerce, and through his office the plan was carried out. He wrote a letter to about a hundred and fifty prominent businessmen, asking that they each send the Chamber the names of five young men between the ages of twenty and thirty "who gave evidence of becoming factors in the city's future growth and progress." About a hundred and seventy-five names were sent in. To each of these Mr. Paxon next mailed a letter asking that they come to a meeting to consider "one among the many important matters which from time to time will require your consideration as one interested in the onward march of Atlanta and in all things that make for a greater and better city." No other hint of the nature of the meeting was given.

Ivan Allen was among the five score young men who gathered at the meeting. Mr. Paxon and a number of others who were particularly interested in the Associated Charities made short talks on its aims and its current difficulties; and finally a proposition was laid before the assembled young men—that they go out and raise \$6,000 in annual subscriptions for the Association, before Thanksgiving, which was two weeks off. Some of the older men had been afraid before the meeting that the young gentlemen would be somewhat disgruntled when they learned what they were being asked to do. But their fears were groundless. The proposition was immediately and unanimously accepted. Ivan Allen was elected Chairman, and he adjourned the meeting for a few days so that he could make his plans.

This was the young man who a few years before had given long measure to the poor people who came into the grocery store where he worked in the afternoons after school—given them long measure because he could not bear to see their need. No better choice to head a campaign for a charitable purpose could have been made. He was already known in Atlanta as a "hustler," and with the added impetus of a tug at the

heartstrings he went to work with even more than his usual energy and enthusiasm.

No possible method of reaching the public was overlooked—newspaper advertising, direct mailing, personal solicitations—all means were employed to tell Atlanta how the Associated Charities had, in addition to ordinary welfare work, sponsored TB clinics, children's playgrounds, medical inspection of school children, adult probation laws, girls' night schools. All these things which are so much a part of life today that they are taken for granted were new, and needed, then. The Associated Charities had drawn much criticism for handling cases with "too much red tape" and "spending two dollars to give away one." Allen directed a large part of his publicity toward teaching the public that a certain amount of red tape is necessary to keep out the "chiselers"; and that money spent on trained workers' salaries was just as well invested as that spent on material relief. For the trained worker, as Allen emphasized again and again, tried to help the person to help himself in making a permanent rehabilitation whereas material relief alone without investigation of any sort only teaches him to be a beggar and encourages him to become a public charge.

This first of a number of Allen-managed subscription campaigns proved a fair omen of those to follow in the same and other causes. It was subscribed to the limit and more. Allen was made a Director of the Association and took a participating interest in its work from that time on.

In time, other welfare societies were formed in Atlanta; and in the early Twenties the Community Chest came into being. The work of the Association gradually became absorbed by organizations such as the Family Welfare Society which were affiliated with the Community Chest.

About this same period, city and county authorities began to be more conscious of their responsibilities toward their



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underprivileged citizens and to assume part of the burden. This participation in welfare work by municipal and county governments started on a very small scale and in a rather haphazard way. Prior to the depression Fulton County did appropriate funds which were disbursed each year through several agencies. But during the terrible depression in the early Thirties the county made no official provision whatsoever for welfare activities. One temporary measure followed another until in 1933 the Federal Government created the Federal Emergency Relief Administration. It is only the very young who do not know that this was followed in 1935 by the Works Progress Administration—the WPA—subject of a thousand jokes but nonetheless the only resource of hundreds of thousands of Americans in a time of national crisis.

Meantime, in 1934, Fulton County, on a Grand Jury recommendation, had made a thorough investigation of welfare conditions throughout the county, resulting in the establishment of the County Board of Public Welfare, a nine-man board administering funds derived from Atlanta, East Point, Hapeville, College Park, and Palmetto. This board was crippled from the start by insufficient financing, divided responsibility, and a huge backlog of case problems arising from the depression. It remained in existence for approximately two years, struggling as best it could under its handicaps to bring some sort of order out of the chaotic conditions obtaining.

Then in 1937 the Legislature at last passed a measure which completely reorganized both the state and county welfare departments and provided new methods of operation and financing. Under the new law a five-man board was set up, its members to be appointed by the County Commissioners with the approval of the State Department of Public Welfare, to care for the needy aged, the dependent and crippled children, the blind, and the unemployables of Fulton County. This Board was to direct the activities of the newly reorganized Fulton

## IVAN ALLEN: A RESOURCEFUL CITIZEN

County Department of Public Welfare. Provisions were made for tax appropriations for the department's support and a carefully planned program with a definite end in view was outlined. The duties of the department were to disburse all county relief with the exception of funds for the Alms House, and to take care of all forms of public assistance and other welfare activities as delegated to it by the State Department of Welfare and the County Commissioners. The Board members, serving without compensation, were to appoint the Administrator, and all other employees were to be drawn from the State Merit System register. Since November 1, 1941, Mr. Wellborn Ellis has been Administrator, exclusive of time spent in military service, during which time Mr. Douglas Wood held the post.

Very definite and specific rules and regulations have been set down to determine an applicant's eligibility for assistance, and funds are carefully and economically disbursed. In general the assistance available falls into these categories: direct relief, in cash or in kind, including food, shelter, clothing, and other basic needs; and special assistance, which includes Old Age Assistance, Aid to the Blind, and Aid to Dependent Children ("any dependent child, under sixteen, deprived of parental support, who is living in a suitable family home meeting the standards of care and health fixed by the laws of Georgia and the rules and regulations of the State").

In addition, the Fulton County Department of Public Welfare Children's Division is charged with the care of wards of the Juvenile Court—providing foster homes, medical care, and supervisory care. This division uses for the placement of some of the children three privately operated Atlanta children's homes—Hillside Cottages, Atlanta Child's Home, and Carrie Steele-Pitts Home—and makes referrals to Gracewood, the state institution for feebleminded children. Those eligible for crippled children's services are taken to Aidmore, sponsored



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by the Georgia Elks. Furthermore, all reports on adoptions are handled by Department workers.

The list of activities does not end here—it includes convalescent care at the A. G. Rhodes home or Battle Hill, pauper burial, clothing distribution, commodities for school lunch programs and institutions, vocational rehabilitation, and the Selective Service Medical Survey Program. In the latter days of WPA, NYA, and CCC, these programs were either partially or wholly administered by the Department.

The money for all these extensive activities comes from three sources—the County (13 per cent), the State (29 per cent), and the Federal Government (42 per cent).

On September 4, 1940, Ivan Allen was elected to membership on the Board of the Fulton County Department of Public Welfare. On June 8, 1948, he accepted its chairmanship. During the years that Mr. Allen has been on the Board he has seen great changes. In 1940, a total of \$242,899.80 was expended in direct relief, with a case load of 2,536. Nine years ago 104 blind people received \$22,154 during the calendar year; in 1947, 272 received \$85,502.50. A monthly average of 450 children were in foster homes and institutions in that year before the war. In 1947 this had increased to a monthly average of 640. The Aid to Dependent Children program disbursed \$185,525 to 1,264 children in 1940; seven years later \$465,072 went to 2,544 children under this program.

One of Mr. Allen's favorite projects is Old Age Assistance. During the period that he has been on the Board the number of old age pensioners has grown from 1,705 to 8,210, with a corresponding increase in money paid out—\$284,060 to \$2,328,298.

All this, together with other services not itemized, adds up to a total case load in 1947 of 15,178, as opposed to 13,017 in 1940; with a 1947 expenditure of \$3,202,338.28 against \$789,889.77 seven years earlier.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Mr. Allen has been very much interested in the children's work, and has taken direct charge of the building of Oak Hill Homes for Children. The County gave the use of eighteen acres of land on Stewart Avenue, and there three homes have been built at a cost of \$240,000. Before the building was started, similar institutions supported by city and county tax funds in Louisville, Kentucky, and Houston, Texas, were visited, as well as the very well-run Hillside Cottages in Atlanta, which are supported by the Community Chest and other civic organizations. Each of the three houses at Oak Hill will accommodate sixteen children, and the object is to provide homes for children who will not fit in foster homes or in institutions of other types. In the future two more houses and an infirmary will be built, making it one of the best cottage plan institutions in the country, as well as one of the very few operated directly by a local department of public welfare. It will also be used as a child guidance center.

The bronze tablet at the Oak Hill Homes reads:

"Just as the twig is bent  
the tree is inclined."

### OAK HILL HOMES

Built for the foster children of Fulton County in the year 1948

By

Fulton County Board of Public Welfare

Ivan Allen, Sr., Chairman

James J. Doran, V-Chairman

Dr. Luther M. Vinton

Albert Gossett

W. A. Bostwick

Wellborn R. Ellis, Adm.

in cooperation with

Fulton County Commissioners

The City of Atlanta does not have any official welfare program nor does it make contribution to the work of the County



## WELFARE

Department of Public Welfare, but from time to time it does help out with certain specified private charities. In these cases the funds are administered through the Fulton County Department. Some of the charitable groups which receive municipal aid are the Good Samaritan Clinic, for the study of endocrine disease; the Scottish Rite Hospital, for crippled children; the A. G. Rhodes Home, for incurables; and the Junior League School for Speech Correction, for training children who are deaf or handicapped by a speech defect. Mr. Allen is a member of the Board of Directors of this school.

There is no denying that the Fulton County Department of Public Welfare is doing a splendid job and doing it with efficiency and consideration, but those in charge are planning to make its services still more extensive and effective in the future. They hope to be able to provide more adequate assistance standards for the general run of cases, to give special items such as glasses and corrective appliances in more instances, to put on a recreational program for the children under welfare supervision, to provide convalescent care on a larger scale, and to promote and direct a co-ordinated health program for city and county.

## CHAPTER 31

### A SOUTHERN DEMOCRAT

**I**VAN ALLEN, Sr., public-spirited American, is outstanding not only in Atlanta and in Georgia, but he is a national figure as well—maker of men and of policies. . . . He is a staunch Democrat . . . party services can be piled up ad infinitum for city, state, and nation.”

This is what the Women’s Division of the Democratic Party Organization in Georgia thought about Mr. Allen in 1941. He had just brought President Roosevelt’s third term campaign to a triumphant conclusion in Georgia, as Chairman of the Georgia Democratic Campaign Committee.

Mr. Allen’s debut in national politics came in 1916, when he was one of nine men who formed the first “Wilson for President” Club in Georgia to work for Wilson’s re-election. The other eight men were C. J. Haden, Judge George Hillyer, S. A. Martin, L. W. Thomas, Walter P. Andrews, St. Elmo Massengale, Hollins N. Randolph, and Shelby Smith. Under the auspices of this Club Senator Hoke Smith, Governor Nat Harris, and a number of other leading men of the day spoke at Wilson rallies in Atlanta and elsewhere throughout Georgia. That year’s presidential race was about the closest ever run in this country—up to the last moment when California’s votes were in and a final count made, it was believed that Charles E. Hughes had won.

A source of great satisfaction to Mr. Allen was the fact that his private office in the old Ivan Allen–Marshall Building on the corner of Marietta and Forsyth streets had once been



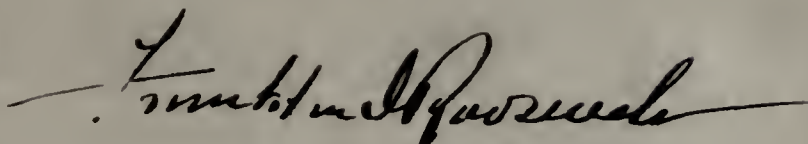
THE WHITE HOUSE  
WASHINGTON

November 20, 1940

My dear Mr. Allen:

I have your letter and wish to express my appreciation of your cooperation and work as Chairman of the Democratic Campaign Committee of Georgia. The results were most gratifying to me.

Very sincerely yours,

A handwritten signature in dark ink, reading "Franklin D. Roosevelt". The signature is written in a cursive style with a long horizontal flourish extending to the right.

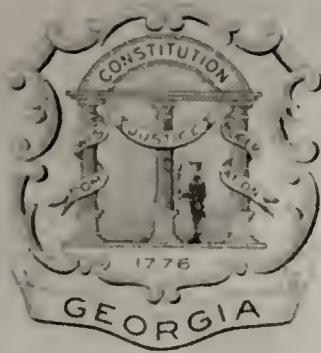
Ivan Allen, Esq.,  
229 Hurt Building,  
Atlanta, Georgia.

LETTER FROM PRESIDENT ROOSEVELT, AFTER 1940 CAMPAIGN



Some of the Democratic National Campaign Committee members gathered in the office of Chairman Ivan Allen, October 19, 1940. Seated: W. V. Crowley, Ivan Allen, Mrs. Frank Dennis. Standing: Ivan Allen, Jr., Ellis Arnall, Judge Sheppard Bryan, Basil Stockbridge.





*The Bicentennial Commission  
requests the honor of your presence  
at the Unveiling of the  
: Memorial Tablet  
Commemorating the Bicentennial  
of Georgia  
in the Rotunda of the State Capitol  
Monday morning, June fifteenth  
Nineteen Hundred and Thirty-six  
at eleven o'clock*

BICENTENNIAL INVITATION

### BRONZE PLAQUE COMMEMORATING GEORGIA'S BICENTENNIAL ANNIVERSARY



Woodrow Wilson's law office, when Wilson was practicing law in Atlanta long before he had any idea of going into politics. Today the passerby may see a bronze tablet on the corner of that building, marking it as the site of Wilson's office. This plaque, donated by Mr. Allen, was erected with appropriate ceremonies on December 28, 1930, the seventy-fourth anniversary of Wilson's birth.

During the 1920's Ivan Allen, while keeping up his interest in national politics, still did not take as active a part in the various campaigns as he had before World War I and as he was to do later. But with the first Roosevelt campaign in 1932 he again came to the fore.

He is known throughout the country as one of Franklin D. Roosevelt's strongest supporters and most faithful followers. His acquaintance with the late President began before his first election, when Roosevelt was Governor of New York. Allen wrote to him on the subject of home mortgage foreclosures during the peak of the depression, and thereby opened a correspondence which was continued intermittently for the rest of Roosevelt's life. Mr. Allen feels that his subsequent appointment by President Roosevelt to the Home Loan Bank Board in 1934 developed from that early correspondence.

Ivan Allen was a hard worker in all four of Franklin D. Roosevelt's campaigns for president. In 1932, when Roosevelt ran for the first time, defeating Herbert Hoover, he was responsible for raising funds in Atlanta. In 1936, when Alfred Landon was Roosevelt's opponent, he was Treasurer of the State Democratic Organization and a member of the Democratic Council in Georgia.

Nineteen forty was a crucial year, both nationally and locally, politically speaking. In running that precedent-breaking third term race, President Roosevelt encountered a good deal of die-hard conservatism—from people who clung tenaciously to the belief that no man should be President three times for the simple reason that nobody ever had. And in

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Wendell Willkie, Roosevelt was up against pretty stiff competition. At home in Georgia there was a split in the Democratic party which gave signs of being serious. Ivan Allen was chosen as Chairman of the Democratic Campaign Committee for Georgia because he was known for his ability to bring organization out of chaos and to overcome obstacles; and because he was on good terms with both state and national leaders, it was felt that he better than anyone else could unsnarl the threads of local and national campaign affairs. Due to the State confusion, Georgia was late in getting her campaign started, and Chairman Allen had to finance most of it personally. But the net result was that Georgia polled the largest popular vote in its history.

As a Presidential Elector Ivan Allen attended the inauguration in 1941 and had a long personal interview with the President during his stay in Washington.

An official delegate to the Democratic National Convention in 1944 (as he had been in 1940), Mr. Allen saw history made when Roosevelt was nominated for a fourth term. The Republican candidate that time was Thomas L. Dewey, another Governor of New York. Again Mr. Allen was director of the campaign in Georgia. With headquarters in Atlanta, he had a well-rounded and live group set up in each county. Georgia's voting age had just been lowered to eighteen years, and Mr. Allen saw to it that the Young Democrats were well organized and kept pepped up. The overwhelming landslide for Roosevelt at the polls was a deeply gratifying reward.

Mr. Allen took no prominent part in the pre-election campaign of 1948, but he was a member of the Electoral College and helped to cast Georgia's vote for Truman. He remains a steadfast New Dealer, declaring, "As one who remembers the 1937-38, 1920-21, and especially the 1929-32, collapses, I will not forget the New Deal and Roosevelt."



## CHAPTER 32

### WORLD WAR II

AFTER war broke out in Europe in 1939, it was only too evident that it was just a matter of time before the United States was actively involved. Industry began to convert to production of war implements, gradually at first but on an ever-increasing scale. The mind of the nation, shocked at first at any thought of participation in the actual fighting, slowly came to grasp the inevitable. The Georgia Council for National Defense, organized early in 1941, worked in co-ordination with the National Defense Council on problems relating to the draft, war production, civilian defense programs—all those measures which were so familiar a part of life in the war years and which are now rapidly disappearing from the national memory. The Georgia Council was set upon a regional, state-wide basis, and its members were prominent men from all over Georgia. Ivan Allen, Jr., served for a time as Secretary of the State Council, and at a later date Ivan Allen, Sr., became a member of the Atlanta section.

Among the many projects with which the Council concerned itself, Mr. Allen found his natural sphere of activity in the Industrial Locations Advisory Committee. Remembering World War I in which the industrial East was swamped with war contracts to such an extent that all its capacities were strained to the breaking point and production of war goods actually slowed down rather than expedited, this group of citizens concentrated their efforts on getting war industries in

## IVAN ALLEN: A RESOURCEFUL CITIZEN

the Southeast. Their aims were twofold—in the first place, to prevent the 1917–18 pattern of regional concentration and bottlenecks and in the second place to draw enough war contracts—especially subcontracts—to absorb the idle facilities of local small industries.

At the same time, Mr. Allen was serving as Chairman of the Industrial Bureau of the Atlanta Chamber of Commerce, which was working along the same lines with particular emphasis, naturally, on Atlanta and its environs. The most outstanding achievement of the Industrial Bureau during the war was getting the huge Bell Bomber Plant located in Marietta—largely accomplished through the personal efforts of Mr. Allen and Mr. Frank Shaw, Secretary of the Bureau. This was in 1942.

In that same year, the United States really began to feel the effects of war at home. With imports virtually cut off and domestic output almost entirely diverted to war use, rationing of certain of our American “necessities” for civilian consumption was unavoidable. Sugar was first. To put this rationing over to the public as painlessly and easily as possible was a matter of prime importance, not only because sugar was such a basic item of daily use but also because the administration of this initial rationing program would serve as a pattern for further rationing of food, which was sure to come.

In each state no effort was spared to secure for Director of Food Rationing a man whose experience, ability, and prestige were of first quality. In Georgia, Ivan Allen accepted this responsibility as Sugar Administrator on February 15, 1942. Well known throughout the state as he was, it was felt that he would inspire confidence and make the attainment of the objectives of the rationing program more certain. The task was gigantic—it was an entirely new procedure and the time for preparation was short. The job called for speed and precision. Machinery for distribution was set up through the



schools and the county courts; teachers agreed to serve as registrars and the ration books were delivered to the courthouses for safekeeping. Beginning April 27, the sale of sugar was stopped for one week.

Meanwhile Mr. Allen and his staff were going about over the state, making talks and explaining the rationing procedure. The speech which Mr. Allen made before the Atlanta Rotary Club and elsewhere presented the situation most lucidly:

Yes, there will be a shortage of sugar. Yes. Prices will be frozen. The price of raw sugar has already been frozen. Sugar is selling in the grocery stores now at 6 and 6½ cents, and after World War I prices were as high as 28 cents a pound.

Maybe you know that the United States uses more sugar—100 pounds per person per year—than any other nation. Our consumption is 7 million tons per year.

Now where does it come from? Continental United States produces only 29 percent of our supply.

Philippines—15 percent

Hawaii—14 percent

Puerto Rico—12 percent

Cuba—29 percent

Virgin Islands—1 percent

Now from the 7 million annual consumption tons, we must deduct 1 million tons that have been hoarded by the squirrel consumers of the nation already. Some of the larger hoarders will be instructed to turn their supply back to the grocers and the small hoarders will have tickets torn from their ration books.

Next, 2 million tons that we have been getting from the Philippines and Hawaii will be greatly curtailed; you know the reason. You also know that there is a shortage in shipping facilities and that will further cut down our supply—but the principal reason is the use of sugar and syrup in the making of munitions.

Every time a 16 inch gun fires, a fifth acre of sugar-cane is consumed in the form of ethyl alcohol.

Roughly, a ton of sugar is equivalent to 222 gallons of high-test molasses which makes 133 gallons of alcohol.

## IVAN ALLEN: A RESOURCEFUL CITIZEN

This ethyl alcohol is in fact an indispensable item of modern civilization, at war or at peace. It furnishes the motor power for torpedoes. It is used as a solvent in making dynamite and smokeless powder; and as a wetting in preparing nitro-cotton. It is used in airplane dope, anti-freeze fluid, and a hundred other ways . . . and its last use is in embalming fluid.

Now comes the gargantuan undertaking—sugar rationing to 130 million people. It is many times a larger undertaking than holding a national election; almost as much detail as taking the census. To make it more intricate, it must be done without one dollar's expense. Here is the plan that has been worked out by Washington and Georgia officials:

It is a triumvirate—three groups of public officials, all volunteer workers. First, 159 Superior Court Clerks of Georgia are using their vaults and have become a depository for the government documents. Already nearly 3 million ration books and other government documents pertaining to this vast registration are in the county vaults.

Second, on a certain date, to be announced shortly, 6,200 elementary school houses will be thrown open, with the teachers in charge, and for four days and four nights the teachers of Georgia will register sugar rationing books to the consumers of their school district. The county and city superintendents have estimated the population of each school district and the teachers are being instructed for the registration.

Third, the county rationing boards of Georgia in the 159 counties of Georgia will act as registration managers, account to the clerks for the books and documents, distribute them to the school houses and coordinate the whole plan. These boards are under oath, are well organized, and have already done conspicuous work in the rationing of tires and automobiles.

With Ted Forbes, Basil Stockbridge, Governor Talmadge, and Doctor Collins, I have contacted the 159 clerks of the Court and county superintendents, the 170 rationing boards, the 6,200 teachers during the past 17 days and without exception they have accepted the responsibility and have promptly furnished all the data needed.

Talk about volunteer defense work, I call the help that I have received Exhibit I. I hope it will be a pattern for rationing of other commodities soon to come.



## WORLD WAR II

On April 28 and 29 industrial consumers registered for their sugar ration books, followed on May 4 through 7 by individual users. In Atlanta and Fulton County alone over four hundred thousand books were issued; in Georgia the total was over three million. It is almost inconceivable that such an enormous job could have been accomplished with so little confusion. It was an example of superb organization. To every person who had taken part in the registration, Mr. Allen sent his personal thanks:

Congratulations—appreciation—thanks—to all of the officials of the state, county and city governments. This kind of job was never done before. Ninety-nine percent of the people of Georgia have been served.

The Clerks of the Superior Courts in the 159 Counties of Georgia gave space in their vaults, and their services, too.

The school officials and teachers performed the tremendous service of registering and delivering ration books to nearly three million Georgians. The local rationing boards will now take over your work where you left off, acting as custodians as well as registrars.

May I say to the local Rationing Boards that you are now becoming one of the most important units in our National Government and in our every-day life.

One more personal word, I wish I could shake hands and personally thank everyone of the public spirited Georgians who have so patriotically cooperated in this prodigious distribution of rationing books.

Meantime, Ivan Allen, Jr., had gone into the Army and it was essential that his father give full time to the affairs of the Ivan Allen—Marshall Company. Mr. Allen received the highest commendations for his handling of a difficult job, and from the State Rationing Administrator this letter:

I should like to take occasion to express my genuine appreciation of the magnificent job that you did in directing the sugar rationing program, which has been most successfully completed in Georgia. You rendered a fine, patriotic service in undertaking this

## IVAN ALLEN: A RESOURCEFUL CITIZEN

responsibility and both personally and officially I want you to know how much I appreciate what you did.

Our Federal Government is fortunate in being able to call upon men of your ability and experience in meeting the demands of this grave emergency, and I hope that you will make yourself available for any other work of this kind which may require the capable direction and supervision that you gave to the sugar program.



## CHAPTER 33

### SMALL BUSINESS

**B**Y the spring of 1945, there was an increasing certainty among well-informed people that the end of the war, in Europe at least, was approaching. An abrupt end to wartime production requirements was bound to be followed by serious economic dislocation, unless farsighted plans for reconversion were mapped out in advance. One of the steps toward this end was taken by Henry A. Wallace, Secretary of Commerce, when he appointed the Small Business Advisory Committee, to examine the problems of little businesses and make plans to improve and strengthen their postwar position.

In April 1945 the Committee held its first meeting in Washington. Its membership included men from all over the country, among them Walter Ringer, Vincent L. Browner, Ernest G. Draper, John W. Snyder, Prentiss M. Brown, and Eric Johnston. The man selected for the Chairmanship of the Committee was Ivan Allen. During a two-day session lines of action were laid out and Mr. Allen appointed his subcommittees on taxation, finance and credit, and management.

Speaking of his new job, Mr. Allen declared:

Small business is essential to the American economy, to big business, and to government itself. Much has been done by the government to help the farmer and the laboring man, and Big Business has always been able to take care of itself.

Now the Department of Commerce has come to the rescue of Small Business. I am talking about very Small Business, the kind that has three strikes against it before it starts:

## IVAN ALLEN: A RESOURCEFUL CITIZEN

1. It pays the highest price for its product, because it is unable to buy the quantities and get quantity discounts.
2. It pays the highest freight rates because it is unable to buy in carload lots.
3. It generally loses its cash discount because of its financial setup.

The proprietor of a small business must be a very versatile man to succeed at all. He has to do his own paper work. He must be a good buyer. He's got to be a salesman, he must know about advertising, and he ought to give a certain amount of time to civic and local activities.

It is harder to be a successful Small Business Man than to be a Big Business Man—but from little acorns big trees grow and little businesses are the incubators of big businesses.

These small business establishments are capable of absorbing millions of our returning veterans and my committee is undertaking to enlarge and strengthen this tremendous segment of our national industry.

Mr. Allen's committee worked out a *formula* to define "Small Business" in America, i.e., manufacturing plants with 100 employees or less; wholesale establishments with gross sales of \$200,000, or less, annually; retail establishments with net receipts of \$50,000, or less, annually; and the term included in addition to shops and stores, hotels, amusements, and contractors. Nearly three million businesses, or 92½ per cent of all the nation's businesses, fall into these categories. They employ 45 per cent of all labor, but the aggregate value of the output of small business is only 34 per cent of the total.

Pointing out this disparity, Mr. Allen announced:

The spread is too great. It seems inconceivable that 7½ per cent of the establishments of the nation provide 55 per cent of the employment and 66 per cent of the gross business. It hardly makes sense. It follows, obviously, that what is needed in the post-war period is not more "small business" but increased capacity of the smaller businesses.

Far more than huge factories or corporations, the little enterprises form the keystone of prosperity. But they cannot hire



## SMALL BUSINESS

highly trained officials such as a director of marketing research, or an advertising manager. The whole responsibility in all probability rests on the shoulders of one or two people, and on their knowledge and ability depends success or failure. These firms suffer most from red tape, paper work, and restrictions; and they have been almost without voice in the affairs of the nation.

The Small Business Advisory Committee proposed to dig up the facts about individual lines of business, work out charts on the cost of doing business *at a profit* which the little businessman could use as a yardstick against which to measure his own ratios, and prepare manuals of information on managerial problems, marketing guidance, trade conditions, and competition to be expected in different fields. The Committee submitted a report to the Department of Commerce which has been termed a "Magna Carta" for the small businessman. Insofar as the financial difficulties of small businesses are concerned, the report stated: "Considering the problems faced by small businesses, it is believed that business taxes rest with disproportionate weight on this segment of the business population, and it is urged that steps be taken to effect a reduction." It was recommended that a graduated system of taxation be introduced, exempting the first \$15,000 in profits and that a federal agency guarantee long-term credit for small business up to 90 per cent of the loan. Some legislation favoring small business was passed at that time, and other measures are still being agitated in Washington.

Declaring: "We cannot go back to chaotic competition. Neither do we have to resort to complete control by the State. If we are to leave a heritage after us, it must be built on the past with the management tools of the present, looking toward a definite goal of the future," the recommendations of the Small Business Committee pointed the way in this direction.

In accordance with the by-laws of the Committee, the term of each member was for two years only. When Mr. Allen's term

## IVAN ALLEN: A RESOURCEFUL CITIZEN

was up, W. Averill Harriman, then Secretary of Commerce, wrote thanking him for his services:

I, personally, and on behalf of my associates concerned with the problems of small business, wish to express our gratitude for the generous manner in which you contributed of your time and energy. The leadership which you provided as Chairman substantially contributed to the large measure of success which has marked the work of the Committee.

I hope that the termination of your official relations with the Committee will in no way lessen your interest in the problems of small business, and I hope that you will continue to pass along to me or to my colleagues, as you have in the past, those suggestions which contribute so much to the interests of small business.

Again may I thank you for the unselfish service you have rendered to the Department and the small businessmen of the country.



## CHAPTER 34

### ATOMIC ENERGY

THE memory of man is in some respects remarkably short. It was in August 1945 that the first atom bombs were dropped on Hiroshima and Nagasaki. As reports of the incredible damage gradually came out and began to sink in to the public consciousness people the world over turned to one another in solemn horror and vowed that there must never be another war, for the next would surely destroy the world. Yet only eight brief months later, a bill was introduced in Congress giving control of the atom bomb in this country to the military, and so hedging its production about with security regulations that our leading nuclear physicists felt they would have to give up working on it—the penalty for infringement was to be death and they were afraid that no mere man could help breaking some of the stringent rules no matter what precautions he took.

The vast American public cannot expect to know every move that is made in Washington, and it is not always necessary that they should. But in this case a group of leading citizens, realizing the gravity of the situation and the danger inherent in it, got together to form the National Committee for Civilian Control of Atomic Energy. Ivan Allen was a very active member of this committee, and the only one from the South. Others serving on it were as follows: Stringfellow Barr, President, St. Johns College; Percival F. Brundage, Senior Partner, Price, Waterhouse Co.; Cass Canfield, President, Har-

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per Brothers; Mrs. John Alden Carpenter; Everett Case, President, Colgate University; Leo Cherne, Research Institute of America; C. A. Dykstra, Provost, University of California at Los Angeles; E. R. Embrie, President, the Rosenwald Foundation; Marshall Field; Mrs. J. Borden Harriman; Maurice Harrison; the Reverend John Haynes Holmes; Thomas K. Finletter; Ralph Flanders, Chairman, Federal Reserve Bank of New England; the Reverend Harry Emerson Fosdick; Leon Henderson; Melvin Hildreth; Palmer Hoyt; The Very Reverend James T. Hussey, President, Loyola College; Robert M. Hutchins, Chancellor, University of Chicago; Albert D. Lasker; Herbert H. Lehman, former governor of New York; Mrs. Edward Macauley; Donald Nelson, President, Society of Independent Motion Picture Producers; William I. Nichols, Editor, *This Week* Magazine; Bishop G. Bromley Oxnam, President, Federal Council of Churches of Christ in America; Gifford Pinchot, former governor of Pennsylvania; Beardsley Ruml, Chairman, Board of Directors, Macy & Co.; Alexander Sachs; The Most Reverend Bernard J. Shiel, Auxiliary Bishop of Chicago of the Roman Catholic Church; Samuel Slotkin, President, Hi-Grade Meat Packing Company; George Thomas, President Emeritus, University of Utah; William H. Vanderbilt, former governor of Rhode Island; W. W. Waymack; Sumner Welles; Walter White, President, NAACP; Arthur P. Whiteside, President, Dun & Bradstreet; John Hay Whitney, President, J. H. Whitney & Co.

These men and women felt that action should be taken by Congress at once to insure civilian control of the atomic energy work; and their purpose was to educate the public on the subject and to put as much pressure as possible on members of the House and Senate to the end that a safe and sane bill should be passed.

The McMahon Bill (S.1717) was introduced in the Senate in March 1946, by Brien McMahon (Conn.). It made full pro-



## ATOMIC ENERGY

vision for the national defense while at the same time making possible the development of peacetime benefits of atomic energy. It was endorsed and supported by the President, Bernard Baruch, the Secretaries of War and Navy, General Eisenhower, and Admiral Nimitz. An eleven-man committee had been appointed by the Senate to investigate and draw up the bill, and they had devoted months of preparation to it. (The eleven men were McMahon; Richard B. Russell, Georgia; Edwin C. Johnson, Colorado; Tom Connally, Texas; Harry Flood Byrd, Virginia; Millard E. Tydings, Maryland; Arthur H. Vandenberg, Michigan; Warren R. Austin, Vermont; Eugene D. Millikin, Colorado; Bourke B. Hickenlooper, Iowa; Thomas C. Hart, Connecticut.) Finally it was passed in the upper house in a form satisfactory to the N.C.C.C.A.E., though opposition had been strong; but in the House it was another story. Here amendments were added which effectively vested control in the military—which was exactly what they were trying to prevent—and other provisions were made which destroyed the bill's usefulness. At this point the committee really went into action. Allen and the others financed widespread publicity, worked on Senators and Representatives, and fought the amendments with every resource they could bring to bear.

The result was that in July the bill was passed by the House in a form acceptable to them. The Committee's work was a remarkable demonstration of swinging public opinion—20,000 letters a day constitute something which no congressman can overlook—and in the opinion of the informed the Committee is due a considerable degree of credit for the outcome of events.

Its task accomplished the N.C.C.C.A.E. disbanded in August 1946; but its members keep themselves informed and stand ready to act again should need arise.

Where there is no vision, the people perish.

## CHAP 35 TER

### IN BRONZE

**I**N nineteen hundred and thirty-three the State of Georgia celebrated her two hundredth birthday, with due pomp and ceremony throughout the state, in the usual way of such anniversaries. The most elaborate program was Savannah's, at which President Roosevelt was the main speaker, but every other town in Georgia had some sort of gala event.

This outlay was naturally costly. It was financed in a variety of ways—by the State, by various organizations, by cities, and by private subscription. Those individuals who contributed were called the Patrons Committee of the Georgia Bicentennial Commission and they were promised that their names would appear on the bronze memorial tablet to be erected in the State Capitol. As the year wore on and the celebrations continued, the money supply dwindled and still no plaque had been bought. If one were not forthcoming it would be a public disgrace, but no longer were there sufficient funds on hand for a suitable one and nobody wanted a small and cheap one.

Dr. Willis A. Sutton was vice-president of the Bicentennial Commission and had carried a good deal of responsibility for the celebration. In this difficulty—which was quickly becoming critical—he wrote to Ivan Allen asking him to help get up enough money to buy a handsome plaque. “No man in Atlanta, in all years past . . . has done more for his city in getting things done than you have. You have been and . . .



## IN BRONZE

are still a leader. Your understanding of possibilities and your 'get up and do things' way have been spoken of to me by many."

Mr. Allen agreed to do what he could to help out and it ended by his being appointed Chairman of a Bicentennial Memorial Tablet Committee of five—himself, J. Bulow Campbell, Robert L. Foreman, Willis A. Sutton, and T. Guy Woolford. They collected about three thousand dollars and with it bought what is probably the finest memorial tablet in Georgia.

A beautiful bronze plate about eight feet by six feet, it is placed in the rotunda at the State Capitol in Atlanta. At the top is a bas relief of Oglethorpe, flanked by the Colonial and State Seals of Georgia. The inscription reads:

The Bicentennial Celebration of Georgia  
The President of the United States of America  
Franklin Delano Roosevelt  
The Governor of the State of Georgia  
Eugene Talmadge  
And the Patriotic Men and Women Whose Generosity  
Made the Celebration Possible  
Unite in Commemorating  
The Two Hundredth Anniversary of the Founding of Georgia  
By  
James Edward Oglethorpe  
And the English Trustees of the Colony and in  
Honoring the Memory of Men and Women  
Who Served the State with Distinction  
in the Past Two Hundred Years

Below this, in letters an inch high, are the names of all the governors of Georgia and of many distinguished Georgians

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who have served the State in various ways, from Tomachichi and Sequoia (who wrote the Cherokee Indian alphabet) down to Senator Richard Russell. It is a capsule history of the State written in names.

The unveiling of this commemorative plate took place on June 15, 1936, Ivan Allen presiding. It was presented to the State by Dr. Sutton and accepted by Governor Talmadge in a brief and dignified ceremony. President Roosevelt was invited to attend but was forced by the pressure of duty to decline:

June 8, 1936

THE WHITE HOUSE  
*Washington*

My dear Mr. Allen:

I regret exceedingly that I am unable to accept the invitation of the Georgia Bi-Centennial Commission to be present at the unveiling of the Memorial Tablet in the Rotunda of the Capitol on June fifteenth.

I trust that the occasion may be one of inspiration as well as interest to all who participate. I have full faith that the two centuries of history of which the Tablet is a reminder are but the prelude to greater achievements to come.

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT

MR. IVAN ALLEN

*Chairman, Memorial Tablet Committee  
Georgia Bi-Centennial Commission  
Atlanta, Georgia*

. . . . .

It was in 1935 that Ivan Allen's name appeared on the first of a number of bronze plaques marking buildings which in



IN BRONZE

turn mark the forward march of Atlanta, Georgia, and the South. This was on the Liberal Arts Building at the Southeastern Fair:

IVAN E. ALLEN

Second President of the Southeastern Fair

An Able Executive

Sound in Finance

Wise in Counsel

A Patriotic Georgian

And a Potent Factor in Building up the Southeast

In 1934, at Fort Mountain, a tablet marked the culmination of a life-long dream:

This Ancient Stone Fortification  
885 Feet In Length and the Land on The  
Crest of This Mountain, 2382 Feet Above Sea  
Level Was Given to the State of Georgia  
For the Establishment of Fort Mountain State Park By

IVAN ALLEN

Public Spirited Citizen of Georgia  
In the Year 1934

## IVAN ALLEN: A RESOURCEFUL CITIZEN

In 1948, the advancement of the Southeastern Fair was again marked in bronze:

Benton Administration Building  
This Building Is Dedicated to Mike Benton  
Able, Resourceful, Successful Administrator  
President of  
Southeastern Fair Association  
1933-1948  
Building Committee  
Ivan Allen, Chairman  
W. Tap Bennett                      A. L. Zachry  
E. W. Gottenstrater                Lee Evans

Building in another direction at Oak Hill Homes, Ivan Allen was once more marked down for posterity:

"Just as the twig is bent the tree is inclined."  
OAK HILL HOMES  
Built for the Foster Children of Fulton County in the Year 1948  
By  
Fulton County Board of Public Welfare  
Ivan Allen, Sr., Chairman  
James J. Doran, V-Chairman  
Dr. Luther M. Vinton  
Albert Gossett  
W. A. Bostwick  
Wellborn R. Ellis, Adm.  
In Cooperation With the Fulton County Commissioners



## IN BRONZE

Finally, at Warm Springs, at the Little White House, was marked a gift to the state, the nation, and the world:

The Little White House

Warm Springs, Ga.

FRANKLIN D. ROOSEVELT

Warm Springs Memorial Commission

Created by Legislative Act by the Georgia Assembly on January 31, 1946. To this Commission is entrusted the duty and responsibility of transforming The Little White House and environs into a Memorial to the late Franklin D. Roosevelt, whose death occurred here on April 12, 1945.

### ROSTER OF ORIGINAL MEMBERS

Basil O'Connor, Honorary Chairman

Ivan Allen, Chairman

G. Clarence Thompson, Vice Chairman

W. S. Allen

J. J. Baggett

Cason J. Callaway

Lawrence S. Camp

R. Eve

Mrs. John B. Guerry

Miss Lucy R. Mason

N. Baxter Maddox

L. J. Moore

R. Carter Pittman

H. G. Ray

W. Fred Scott, Jr.

Max L. Segall

Earl Staples

Thomas W. Starlin

Lee S. Trimble, Sec'y-Treas.

## THE PRESIDENTS CLUB

THE Presidents Club of Atlanta grew out of a feeling that a distinct need existed for a stronger community of feeling and action among the various civic bodies of Atlanta. When Mell Wilkinson was president of the Chamber of Commerce, he frequently had occasion to call on the heads of other organizations to meet with him for discussion of various problems affecting the community as a whole. It was at such a meeting that Mr. Earl Cone mentioned that he had heard of an organization somewhere in Ohio composed of heads of various civic bodies working together for the common good. The idea took root, and about June 1915, Mr. F. J. Paxon and Ivan Allen summoned twelve of Atlanta's presidents to join them in forming a similar club.

Mr. Mell Wilkinson was elected president, Colonel Paxon vice-president, and Mr. Allen treasurer. Membership was by invitation only, and to be eligible one had to be president, chairman, or executive head of a civic or commercial organization. Meetings were held monthly, or on call if special need arose. All manner of subjects were discussed at these meetings, but no resolution was considered to be binding on any organization through its representative. However, to go on record any resolution had to be passed unanimously, and this usually guaranteed the support of the groups represented. In this way the numerical strength and total influence of the Club counted as a tremendous factor in civic life, representing as it did by



## THE PRESIDENTS CLUB

the end of its first year the combined membership of about fifty different organizations.

The Club's activities were entirely non-political and its motives purely altruistic--to quote from its constitution and by-laws written by Ivan Allen: "The Club will not underwrite, finance, or allow itself to be used as a collection agency, but its scope and purpose shall be to weld together all organizations into one compact whole for collective action and cooperation in working for the public weal and business interests of Atlanta."

In the beginning it had been planned to have "Dutch treat" luncheons, but before long the members began to vie with one another in entertaining the club. Eventually they began to collect dues to be used for this purpose.

Resignation of a member followed automatically upon the expiration of his term of office in the group he headed. But when Mr. Wilkinson's term at the Chamber of Commerce ran out, the Presidents Club felt that they could not afford to lose him. What to do about this presented something of a problem, but a solution was found. Mr. Wilkinson was elected President of the Presidents Club for life!

In 1924, recognizing that Atlanta had more or less come to a standstill in progress, the Presidents Club decided to do something about the situation. At a large meeting attended by representatives of thirty-eight civic organizations, labor and agricultural groups, tax experts, research men, and newspaper men, an open forum was held on "What Is the Matter With Atlanta?" Under discussion were the subjects of the growing lawlessness in the city, corruption in politics, loss of business, the increasing number of vacant homes and stores, etc. This meeting might be considered as a forerunner of the great "Forward Atlanta" movement, which began a little over a year later.

No campaigns were conducted by the Presidents Club, no

## IVAN ALLEN: A RESOURCEFUL CITIZEN

great fanfare heralded their actions, but the "behind the scenes" influence of this unusual body of men on the affairs of Atlanta was incalculable. In time, the Club came to be considered the official welcoming committee for the city, for entertaining distinguished guests or acting as host on state occasions. One such function, which happened to coincide with the Club's tenth anniversary, was the opening of the Atlanta Biltmore Hotel, an occasion of great brilliance with an elaborate program. In the previous year the Club had carried a large share of the responsibility for Atlanta's diamond jubilee.

Of late years the Presidents Club has not taken so active a part in the city's life as in its early days, but it continues in operation and on occasions of need has done yeoman's service for Atlanta's welfare. They have been prompt to act in all civic emergencies and in all major public functions. From the first it was their policy to bring good speakers to Atlanta, among them Roger Babson, lecturer on economics; Richard Halliburton, adventurer and author; Mabel T. Boardman, of the Red Cross; Dr. John H. Finley, associate editor of the *New York Times*; and Joseph Clark Grew, Ambassador to Japan.

Ivan Allen has been a member of the Presidents Club ever since it began. He has served on the Executive Committee for many years, is Treasurer for life, and has taken a lively part in formulating and fulfilling its policies and plans.

From all over the United States have come inquiries about the organization of the Presidents Club of Atlanta, and it has served as a model for similar ones in many cities in many states. It is actually the first chartered club of its kind in the United States, as the group from which it took its idea many years ago was unorganized and consequently shortlived. The words carried on the official Club letterhead sum up clearly its objective: "United for Civic Advancement."





The Boxwoods, old Allen home place on Hawthorne Street in Dalton, Georgia, where Ivan Allen was born. He lived here until he moved to Atlanta in 1895.



Ivan Allen and H. Clay Moore return from Paris in 1904 with mustaches.



Here are Mr. and Mrs. Ivan Allen on their bridal tour, sitting against the Dead Wall of Morro Castle at Havana, Cuba, November 3, 1907. Mrs. Allen's friend, Mr. Dennison, of Havana, was showing them through the castle.



## THE GEORGIA CLUB

**I**N 1900 before the days of golf and athletic clubs, young men with small salaries could not afford to belong to the social clubs of the older and wealthier men of Atlanta. There was a need for a club for young men, and a group of them met in Ivan Allen's office and decided to organize a social club of their own. It was called the Georgia Club.

The officers of the Georgia Club were Ivan Allen, president; George H. Holliday, first vice-president; H. B. Kennedy, second vice-president; S. G. Hunter, secretary; and W. B. Sasnett, treasurer. J. C. Moore, E. V. Haynes, Leo Stillman, and Howell Erwin, Jr., served as the house committee; while the finance committee was composed of Ivan Allen, Sterling G. Turner, and C. E. Doddridge. Others among the charter members were A. J. Shropshire, Harry E. Krouse, E. D. Duncan, Ernest W. Waite, W. H. Allen, Fred H. Houser, W. B. Gresham, and E. H. Cook. There were more than a hundred active members in all, nearly all of them single men.

The Georgia Club started its life in rooms in what was then the Lowndes building, but soon moved to new quarters on Peachtree and Luckie streets. They leased from Mr. Hoke Smith the Dr. Alexander residence, which stood where the Piedmont Hotel is now. The clubhouse contained a ballroom, parlors, billiard and pool rooms, buffet, reading and writing and card rooms. A Thanksgiving dinner in November 1900 marked the formal opening—a most brilliant and successful

affair. It was followed by many other delightful social events in the ensuing months.

According to Mr. Allen, society thirty or forty years ago was just as dashing and colorful as it is now, perhaps more so. "It is true that there were fewer leaders, but there was more leadership than today. There was not the continuous round of gaieties and there were fewer circles, but the Per Capita Cost was just as much and relatively more than today. Ask any of the young men who hired those carriages then! They wore more clothes then. The foods and wines were more meticulously planned. Banquets were banquets and balls were balls."

When Hoke Smith decided to build the Piedmont Hotel, the Georgia Club moved to its last location, on Pryor Street between the Grand Opera House and St. Luke's church. The Club was finally disbanded about the time the Athletic Club was formed; but many of the leading businessmen in Atlanta and elsewhere in Georgia today will treasure many pleasant memories of the parties and smokers, and the early friendships made in the Georgia Club.



## CHAPTER 38

### BROOKHAVEN CLUB

SOME time after the Atlanta Athletic Club was formed, Atlanta began to feel the need of a good country club. Mr. Charles P. Glover and Mr. John D. Little got together with Ivan Allen and they decided to arrange for one. They bought Judge Hines's farm, way out on Peachtree Road, and called it Brookhaven Estates. The idea was to turn part of the property into a country club and sell the rest as building lots.

As first president of the Brookhaven Country Club, Ivan Allen, constructed the lake and the first small clubhouse. A nine-hole golf course was laid out, and roads built around and through the property.

Mr. Allen and a friend of his, H. Clay Moore, had been members of the first golf club in Atlanta, after they had been introduced to the game on a trip to Europe in 1903. A short nine-hole golf course was constructed in Piedmont Park. Most of the young men who belonged to the club were also members of the Piedmont Driving Club and kept their golf sticks up there. But in spite of being a member of that club and the Brookhaven Club later, Mr. Allen never was able to give much time to the game. Many years afterwards, when he was living next door to the famous Bobby Jones, he claimed that they were the two world's golf champions—Bobby Jones the champion who beat everyone and himself the champion who beat no one!

Several years ago the Brookhaven Club was sold to the Capi-

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tol City Club. Since then it has been expanded in membership, the clubhouse has been enlarged, and the original nine-hole course has been replaced by one of the finest eighteen-hole courses in the South.

A charter member of both the Capitol City and the Brookhaven clubs, Mr. Allen also belongs to the Piedmont Driving Club and the Atlanta Athletic Club.

In fraternal organizations, Mr. Allen is a Mason and a Shriner; and he holds membership in the Knights of Pythias, the Knights Templar, the Loyal Order of Moose, and the B.P.O.E.



## CHAPTER 39

### DALTON

**I**T has been many long years since Ivan Allen left Dalton to come and make his fortune in Atlanta, but he has never forgotten his home town. He has gladly given a helping hand to the church he attended as a boy and to his old school. In Atlanta the door of his office is always open to Dalton people in town on business or pleasure, and he has helped many a young Daltonian to get started in the city.

When Dalton had her centennial celebration in 1938, Mr. Allen presented the town with beautifully mounted and framed copies of the original charter and city plat.

Among his most pleasant memories are his childhood days in Dalton. His home was a center for visiting relatives, and he remembers a constant stream of guests—and in those days a visit was no mere weekend affair. Travelling was not easy and the guests stayed long enough to make the trip worthwhile, a week or so at the very least. One cousin who came every summer, and who had a great part in young Ivan's boyhood days, was Miss Carrie Reese. She taught school in West Point, Georgia, and spent her vacations with Mrs. Susan Allen. Ivan was also particularly fond of three cousins who lived in Dalton—Annie (now Mrs. Daniel Briscoe, Jr.), Gertrude (now Mrs. Georgius Zazlowski), and Charle Chester. The four of them played together constantly as children, and Mr. Allen has kept in touch with them ever since.

In May 1944, almost fifty years after he first came to Atlanta,

## IVAN ALLEN: A RESOURCEFUL CITIZEN

Ivan Allen went back to Dalton to deliver the high school commencement address. The delightful speech he made on the occasion is well worth quoting:

It was fifty years ago that I left—the “horse and buggy days”—and I am coming back to *my* high school commencement. How do I feel? Just as you will feel fifty years hence when you are invited back—honored and humble.

I left high school on the Hill before I graduated. I did not get a diploma. It has been one of the great regrets of my life.

The Cotton Exposition was being held in Atlanta so I left a cultured and happy home and went to the city selling typewriters and office equipment. I am doing the same thing today. I have never changed jobs.

Fifty years ago Grover Cleveland was President of the United States. William Y. Atkinson was Governor of Georgia. President Roosevelt was twelve years old. The population of the United States was 66,000,000—now it is 134,000,000. Georgia School of Technology was graduating its first class of 14 seniors.

There were no automobiles, radios, moving pictures. Dalton did not have a telephone, an electric light, or a paved street. But Dalton did have a splendid public school system. And one of the best High Schools in the state. And it is a pleasure to testify that today, fifty years afterwards, the public school system of Dalton and Dalton High School are among the best in our Southland. And a diploma from Dalton High School is a badge of honor, industry, and intelligence.

I think that first citizen of Dalton—Mr. Frank Manley, my first “boss”—was head of the school board. If not, he should have been and was soon afterwards.

I have a pleasant recollection of that grand Confederate General Thomas, who was superintendent of the school. He was not only a great soldier and educator, but a disciplinarian No. 1. He was a strong advocate of Latin, Mathematics, and the hickory, and he used it on us high school boys liberally.

The one room high school on the hill was presided over by Miss Agnes Morris and some of the boys that I recall were Will Moore, Will Cannon, Will Braselton, Troy Bivings, Floyd Farrar, Bert Loveman, Frank Shumate.

Some of the boys asked the General one day, wishing to compli-



## DALTON

ment him, how the Dalton High School had become such a "reservoir of knowledge." He said it was because the freshmen brought in so much knowledge and the Seniors carried out so little. The General was strict. We loved him. He would drill us like they used to drill them in West Point, but he would play ball with us and tell us stories about the war. He objected strenuously to us reading certain books—among them Jules Verne, who you recall wrote about undersea boats, flying machines, etc. He said that was too visionary and we should be spending our time on mathematics.

My young friends, since I left Dalton fifty years ago, all the seemingly impossible things, except perpetual motion, have come to pass—the submarine, the airplane, the radio, rubber tires, aluminum, television, electric refrigeration, diesel engines and hundreds of other important inventions.

Our grammar school had some lovely teachers. God bless their memory—Miss Laura Kelly, Miss Allie Moore, Mrs. Gerald Thomas, Miss Nell Barrett, Miss Carrie Bitting. They did not have the books or visual help that educators have now. With some of us "dumb Doras" it was almost necessary to give us an education hypodermically.

The whole world now needs, and it is demanding, a new group of pioneers who have the capacity to conceive new plans, new ideas, new inventions; men and women who have the courage and the initiative to blaze new trails in every walk of life. These new leaders and discoverers will be required in politics, in religion, in banking, in transportation, in industry and business, in education, in the professions, on the farms, in city planning, in art, music, and literature, in journalism, and on the stage and screen.

The business depression marked the death of one age and the birth of another. This new changed world will require dreamers who translate their dreams into action! Dreamers have always been the pattern-makers of civilization. Through faith, courage, and imagination, they harness the intangible and unseen forces of unborn opportunity and build great skyscrapers, convert forests and deserts into cities, and turn frontiers into markets of trade.

"Let us develop the brain, civilize the heart, and give wings to the imagination."

In the future, any person who cherishes a lofty dream and holds fast to it will be more than apt to see that dream become a reality, for this is an age that is favorable to the practical dreamers. Colum-

bus dreamed of an unknown world and discovered it. Henry Ford, poor and uneducated, dreamed of a horseless carriage, steadfastly held to that dream, and now the evidence that he dreamed soundly belts the entire earth. Edison dreamed of a machine that would record and reproduce the sound of the human voice and stood by his dream, through ten thousand failures, until his dream splendidly came true. The Wright brothers dreamed of a machine that would conquer the air, and now one may see evidence that dreams can be made to become true, because this evidence fills the air all over the world. Marconi dreamed of a system for harnessing the intangible forces of the air. Evidence that he did not dream in vain may be seen in every radio set in the world.

"The greatest achievement was at first, and for a time, a dream."

"The oak sleeps in the acorn; the bird waits in the egg; dreams are the seedlings of reality."

Awake, arise, dreamers of Dalton. The world is filled with an abundance of opportunity such as the dreamers of the past never knew. A burning desire to be and to do is the starting point from which the dreamer must take off. The business depression was one of the greatest blessings the world has ever known. It paved the way for the dreamer-doers and provided them with opportunities they never would have known without it.

The world no longer scoffs at Jules Verne dreamers, nor calls them impractical. Instead, it beckons them to bring forth their ideas and plans and sets up before them prizes of money and glory equivalent to a king's ransom.

Remember that most men and women who succeed in life get off to a bad start and pass through much struggle before they arrive. The turning point in the lives of those who succeed usually comes at the moment of some crisis through which they are introduced to their "other selves."

John Bunyan wrote the *Pilgrim's Progress*, which is among the finest books in English literature, after he had been confined in prison and sorely punished because of his religious belief. O. Henry discovered the genius which slept within his brain while confined in a prison cell. Being forced, through his misfortune, to become acquainted with his "other self," he discovered himself to be a great author instead of a miserable outcast. Thomas A. Edison was a tramp telegraph operator, and failed innumerable times before he was driven, by his temporary defeats, to the discovery of his



## DALTON

genius. Demosthenes stammered, but his desire to become a great orator was stronger than his physical handicap. He wrote his name deep in the records of men who achieved success because they made stepping stones of their handicaps. Our great President Roosevelt is an outstanding example of a man who overcame his handicaps. The list could go on much longer. "The road to success lies through many a thorny course, over many an obstacle, from which the fainting heart is often tempted to turn back. But hope and sense of power within inspire the struggling person still to continue the conflict, till at last courage and perseverance meet with their just reward, and success comes."

In conclusion, may I emphasize the main point with a warning—Don't listen to the pessimists, the calamity howlers, and the crepe hangers. You have the brightest future of any class that ever graduated from the Dalton High School. Business of the nation opens its arms to youth. I have already mentioned the thirty new inventions and industries that now employ 30 percent of labor. That kills the technocracy argument—that machines will displace labor. Taxes will be reduced after the war. And high as taxes are, they are lower here than in any other civilized nation. And remember, it is only the civilized nations that are at war. The savage nations are at peace. War and taxes do not kill initiative—they accelerate. This country does not owe one dollar to any other nation. With only 7 percent of the world's population, we have more than half the wealth, the gold, automobiles, telephones, bath tubs, and lipsticks.

After fifty years, I come back to bring a list of the nation's assets, keeping the nation's greatest asset for the very last.

It is YOU, you educated boys and girls.

## CHAP 40 TER

### TRAVELS

**I**F all Mr. Allen's journeys were listed one by one, the list would cover several pages and take in half the globe. It would seem impossible that he could have travelled so much and still had time left over for business. Of course a lot of this travelling has been back and forth and up and down in the United States, for business or pleasure or a mixture of the two, and in the course of it he has visited nearly every state in the Union. But his expeditions outside this country have been extensive, too.

His first trip to Europe was in 1903, with H. Clay Moore. The two young men sailed from New York on the *Carpathia* and spent four months touring Europe and having a high old time.

He didn't go to Europe again until 1925, when he went to affiliate the Stationers Association of the United Kingdom with the National Stationers Association, taking Mrs. Allen and Ivan, Jr., with him. After spending some time in England, they visited a number of Continental European countries, Mr. Allen studying trade conditions as well as enjoying himself.

Then in 1937, the Allens and the John E. Smiths went on an extended journey through Europe and the Mediterranean countries. It was on that cruise that Mr. Allen was entertained by the Governor-General of Morocco at the new capitol in Rabat. The party had landed at Casablanca, and Mr. Allen



## TRAVELS

had to go about sixty miles from there to Rabat by car. He says that the road was as perfect a paved highway as you would find anywhere in the United States. And the entertainment was royal indeed!

Mr. and Mrs. Allen went to Cuba in 1907 on their honeymoon, a trip rather out of the ordinary in those days. Throughout their married life she has accompanied him as often as possible on his travels—to Europe, to the Panama Canal, to Bermuda and Nassau. During World War II they went to Mexico City—a trip which for Mr. Allen was not entirely for pleasure.

Mr. Allen had never been to South America until 1948, when he and Mrs. Allen, with the Walter Hills, went to the Convention of Rotary International at Rio de Janeiro. They touched at several points of interest on the journey and thoroughly enjoyed the whole trip. Taking the opportunity to study trade conditions, Mr. Allen found that there was not one store in his own line in the great South American city.

Mr. Allen has always liked seeing new places and meeting new people, and it is safe to say that his travelling days are not over yet.

## CHAPTER 41

### GUNS AND HORSES

A “distinct failure,” as he says, at golf, Mr. Allen has never aspired to perfection at any sport, preferring simply to do the best he could with no idea of breaking any records.

He did a good bit of hunting and fishing from time to time, but he never minded if he didn't bag the limit. Not so many years ago he was much interested in trap shooting, and before he gave it up got to be quite proficient—as unperturbed by bad shots as he was pleased by good ones.

But his favorite sport is horseback riding. His father loved to ride and drive fine horses, and was in the Confederate Cavalry when he was seventeen years old. From him Ivan Allen inherited his love of horses. As a young man there was nothing he liked better than driving a fine buggy horse, and he always loved riding, especially five-gaited horses. After he had become successful in business he bought for himself a beautiful five-gaited horse named Rex Peavine; another horse he owned and particularly liked was Ivanhoe. He has many happy recollections of the Saddle and Sirloin Club, a Northside organization of early morning riders. After a quick snack of coffee and orange juice, they would start out early from some member's stables, Mr. Allen up on Ivanhoe, returning to breakfast after a pleasant—and sometimes exciting—ramble through the woods. The Club centered around the happy and hospitable home of Mr. and Mrs. Herbert Oliver, and “Squire” and Mrs. Walter Hill's “Spotswood Hall.” Think-



## GUNS AND HORSES

ing about those rides brings back to Mr. Allen memories of many good times and not a few accidents. In accidents he claims to lead, having had four—one more than the Prince of Wales. But he declares that he was never down when the horse wasn't down, too!

Horse racing was another of Mr. Allen's hobbies for awhile—as a spectator. Having built the mile-long track at Lakewood, he brought the great Lee Axworthy to Atlanta for a race against time when the track opened in 1916. He struck up a friendship with the famous horse's owner and with the help of that connection he succeeded in getting the Grand Circuit Races for the Lakewood track. Lakewood was put on the circuit in 1917 and for the next few years the races were a regular annual event, with Mr. Allen serving on the Board of Stewards.

Mr. Allen says that he enjoyed all the sports, though he engaged in them poorly. And now along the twilight way of life, with the whist of his youth replaced by bridge and gin rummy, he says that playing cards is the only sport he indulges in—outside of his family his usual partners and opponents are J. P. Allen, Capt. John E. Smith, Squire Walter Hill, Scott Allen, Evelyn Harris, Carlisle Frazer, and some of the other members of the Capitol City Club. And he finds the conversation around the gin rummy table equally as interesting as the game itself.

## CHAP 42 TER

### FAMILY

**I**T is rather an odd coincidence that several of the families from which Ivan Allen traces his descent reached Georgia by way of North Carolina or Tennessee from Pennsylvania where they had first settled in this country. Harrises, Reeses, Allens, Chesters—all emigrated in this way and did so at about the same period.

The Chesters were of English origin, coming to this country in 1745 and settling in Chester County, Pennsylvania. In 1794 Dr. William Patterson Chester came down from Philadelphia to practice medicine in Jonesboro, Tennessee. He was Ivan Allen's great-great-grandfather. In addition to the practice of medicine, he ran a "public house" known as the Chester Inn, which as late as 1940 was still standing, the oldest house in Jonesboro; and he became a large landowner, buying and selling to great advantage. At his plantation on the Nola-chucky River his son, William P. Chester, Jr., was born in 1801. This young man married early and had a family of thirteen children. During the early years of his married life he moved about a good deal, but eventually he settled for some years at Spring Place in the Cherokee Nation, now in Murray County, Georgia. Here his daughter, Mary Adams Chester, met and married Dr. George Reese Harris, of Pendleton, South Carolina, when she was seventeen years old.

Later on, the Chester family moved to Dalton, where Mr. Chester lived until his death at the age of eighty-five. He



## FAMILY

owned and operated the first hotel ever built in Dalton, and he served as postmaster for many years under both Federal and Confederate governments. General Sherman used the Chester home for his headquarters when he was in Dalton, quartering his horses on the ground floor and using the upper floors for himself and his officers.

Mary Adams Chester Harris (Mrs. George Reese Harris) lived at Tunnel Hill, Georgia, after she married Dr. Harris in 1841. They had four children—Louisa, William, Georgette, and Susan (who was Ivan Allen's mother). Dr. Harris died at Tunnel Hill in September 1854 and is buried at the Old Stone Church near Ringgold, Georgia. Their son William was killed while serving in the Confederate Army during the Civil War. The latter years of Mrs. Harris' life were spent in the home of her daughter Susan in Dalton, Georgia, where the influence of her character and personality were most strongly felt by her grandson Ivan. She died November 18, 1901 and is buried at Dalton.

Ivan Allen's maternal grandfather, Dr. George Reese Harris, was a direct lineal descendant of David Reese, signer of the Mecklenburg Declaration of Independence. The Reeses were originally Welsh, the name being spelt "Rhys," but about the time of the cessation of conflict between England and Wales in the thirteenth century, they took up residence in England. There the name began to be written "Rees," and by the time the Reverend David Reese, father of David the signer, came to America, the final *e* had been added. The Reverend David Reese settled in Pennsylvania in 1700, but his son David soon moved to North Carolina and lived near Charlotte in Mecklenburg County, where he married Miss Susan Polk. Here he remained until his death.

It was this David Reese who was a signer of the Mecklenburg Declaration of Independence. This document was drawn up and signed on May 20, 1775—more than a year before the

more famous Declaration of Independence was written by Thomas Jefferson and signed by representatives of all the colonies. Bancroft's *History of the United States* gives an interesting account of how the Mecklenburg Declaration came about:

The people of the county of Mecklenburg had carefully observed the progress of the controversy with Britain; and during the winter, political meetings had repeatedly been held in Charlotte. That town had been chosen for the seat of the Presbyterian college, which the legislature of North Carolina had chartered, but which the king had disallowed; and it was the centre of the culture of that part of the province. . . .

Some time in May, 1775, they received the news of the address, which in the preceding February had been presented to the king by both houses of parliament, and which declared the American colonies to be in a state of actual rebellion. This was to them the evidence that the crisis in American affairs was come, and the people proposed among themselves to abrogate all dependence on the royal authority. But the militia companies were sworn to allegiance; and "how" it was objected, "can we be absolved from our oath?" "The oath," it was answered, "binds only while the king protects." At the instance of Thomas Polk, the commander of the militia of the county, two delegates from each company were called together in Charlotte, as a representative committee. Before their consultations had ended, the message of the innocent blood shed at Lexington came up from Charleston, and inflamed their zeal. They were impatient that their remoteness forbade their direct activity; had it been possible, they would have sent a hundred bullocks from their fields to the poor of Boston. No minutes of the committee are known to exist, but the result of the deliberations, framed with superior skill, precision of language, and calm comprehensiveness, remains as the monument of their wisdom and their courage. Of the delegates to that memorable assembly, the name of Ephraim Brevard should be remembered with honor by his countrymen. He was one of a numerous family of patriot brothers, and himself in the end fell a martyr to the public cause. Trained in the college at Princeton, ripened among the brave Presbyterians of Middle Carolina, he digested the system which





Ivan Allen, Mrs. John E. Smith, John E. Smith, and Mrs. Ivan Allen, S.S. *Fort Victoria*, November 13, 1929, New York. En route to Bermuda.



Mr. and Mrs. Ivan Allen with a group of tourists in front of San Souci Palace, Berlin, Germany, June 23, 1937.



Sailing through Gibraltar on the S.S. *Roma*, May 27, 1937, Mr. and Mrs. Goodloe Yancey gave a party. In the group are Mr. and Mrs. John E. Smith, Mr. and Mrs. Howard See and their daughter, Mr. Fred Hoyt, Mr. Joseph Winship and his two daughters, and Mr. and Mrs. Ivan Allen, all of Atlanta.





In 1937, when World War II was brewing, Ivan Allen visited North Africa, landing at Casablanca. He was invited to a champagne party by the Governor-General of Morocco at the new palace sixty miles from Casablanca, at the capital, Rabat. Here is Mr. Allen leaving the palace with his "bodyguard."



Ivan Allen III, on "Ginger," being led by his grandfather at the horse show. North Fulton Park, October 18, 1941.



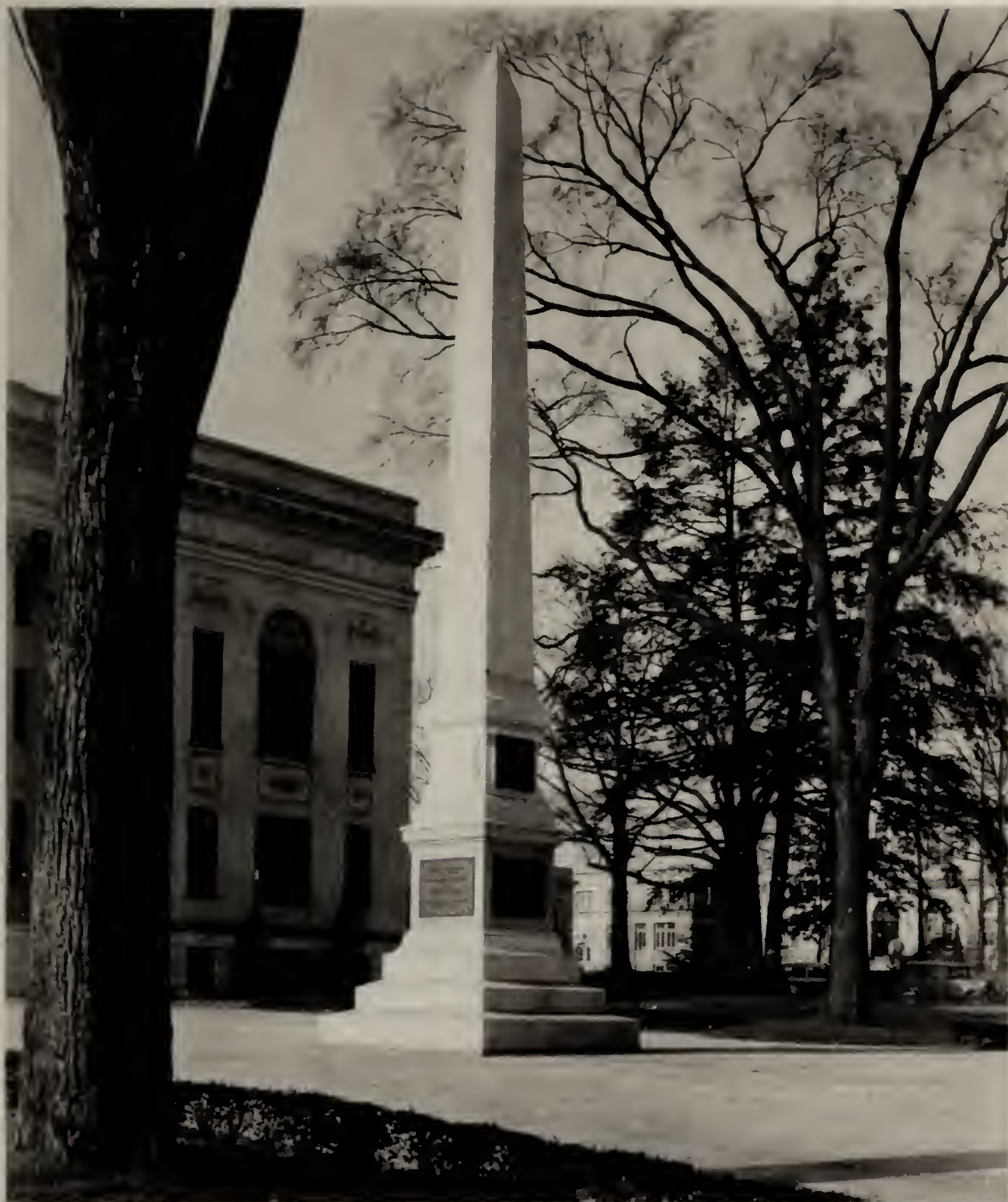


Ivan Allen, Alfred Newell, John E. Smith, and dogs. Guests of Mr. Howard Coffin at his Camden County Hunting Lodge, 1929.



Birds, here we come! Koko the English setter, and Ivan Allen III and Inman Allen warming up for the bird season just around the corner. All three of them belong to Mr. and Mrs. Ivan Allen, Jr., 3500 Northside Drive, N.W., Atlanta, Ga. The boys are grandsons of Ivan Allen, Sr. *Atlanta Journal* Photo by Bill Wilson, October 1948.





This monument to the signers of the Mecklenburg Declaration of Independence stands in the Court House Square in Charlotte, N.C. The inscriptions on the four sides read: "Erected by The Mecklenburg Monument Association, May 20, 1898. Esto Perpetua." "Abraham Alexander, Chairman of Convention. John McKnitt Alexander, Secretary. Ephraim Brevard, Author of the Declaration. When Protection is withdrawn Allegiance Ceases." "To the Signers of the Mecklenburg Declaration of Independence, May 20, 1775." "We Hereby Declare Ourselves A Free and Independent People. Ephraim Brevard, Hezekiah Balch, John Phifer, James Harris, William Kennon, John Ford, Richard Barry, Henry Downs, Ezra Alexander, William Graham, John Queary, Hezekiah Alexander, Adam Alexander, Charles Alexander, Zaccheus Wilson, Wightstill Avery, Benjamin Patton, Matthew McClure, Neil Morrison, Robert Irwin, John Fennegin, David Reese, John Davidson, Richard Harris. Thomas Polk, Abraham Alexander, John McKnitt Alexander."

Collegium Medicorum  
In Carolina Australis Republica

Pro auctoritate data in Republica Nostra Senatus consulto die Decembris  
Anno MDCCCXL Facto de Medicis Admittendis aliisque rebus ibidem  
memoratis Scientia pariter institutioneque George R. Harris nobis comprobatis  
nos potestatem ei plenam artis Medicinae et Chirurgicae in hac republica exercendae  
per has literas fecimus —————

————— In agnoscei testimonium Autographa nostra Collegii  
Sigillumque litais hisce apponantur —————

Datum Caropoli die Vicesimo Martii Mensis  
Anno Salutis MDCCCXL.



M. King Curat Consilii Praes

Jas. Moultrie M. D. Decanus

At Archivis

Diploma received by Dr. George Reese Harris, Ivan Allen's grandfather, upon his graduation from the Medical College of the State of South Carolina in Charleston, in 1840.





Mr. and Mrs. William Patterson Chester, great-grandmother and great-grandfather of Ivan Allen. Mr. Chester was first postmaster of Dalton, Georgia.



The Chester House at the northeast corner of Hamilton and King streets in Dalton, Georgia. Home of William Patterson Chester, great-grandfather of Ivan Allen. Shown as the Federal Army left it. General Sherman occupied the second floor and quartered his horses on the ground floor.



The three Allen children, Mary Ruth Allen, William Harris Allen, and Ivan Allen, Dalton, Georgia, about 1884.





Ivan Allen's grandmother, Mary Adams Chester Harris; his mother, Susan Reese Harris Allen; and his only sister, Mary Ruth Allen Thomas. Taken about 1900.



William Harris Allen, only brother of Ivan Allen, when about 23 years old.  
A retired merchant now living in North Miami, Florida.





**Daniel Earnest Allen, Ivan Allen's father. Born at Allen's Landing in Green County, Tennessee, in 1847. He died in 1879 and is buried at Dalton, Georgia.**



Four generations of Ivan Allen's family. Mrs. John Sherrod Thomas (Mary Ruth Allen), his sister. Suesylla Thomas, standing, his niece. Sue Thomas, the baby, his great-niece (now Mrs. Frederick Frick). And his mother, Mrs. Daniel Earnest Allen (Susan Reese Harris).





Ivan Allen, Jr., listens to the tick of his father's watch. Atlanta, 1912.



Mrs. Ivan Allen (Irene Susannah Beaumont) with son, Ivan, Jr., age six years.





Ivan Allen's first home in Atlanta after his marriage, 874 West Peachtree Street. (Under the new numbering system the house is now in the 1300's.) In this house Ivan Allen, Jr., was born.



Ivan Allen's present residence at 2600 Peachtree Road, between Wesley Road and Muskogee Avenue. Mr. Allen built this home in 1927.



Ivan Allen, Jr., age 21; and Ivan Allen, Sr. As father and son were taken into Beta Gamma Sigma Fraternity. Picture taken for *Atlanta Journal*, April 7, 1932.



In 1932 Ivan Allen renovated the Woodrow Wilson Law Office in the building then occupied by Mr. Allen's company at the corner of Marietta and Forsyth streets. He used it as his private office until the Ivan Allen-Marshall Company moved to its present location.



## FAMILY

was then adopted, and which formed in effect a declaration of independence, as well as a complete system of government. "All laws and commissions confirmed by or derived from the authority of the king or parliament," such are the bold but well considered words of these daring statesmen, "are annulled and vacated; all commissions, civil and military, heretofore granted by the crown to be exercised in the colonies, are void; the provincial congress of each province, under the direction of the great continental congress, is invested with all legislative and executive powers within the respective provinces, and no other legislative or executive power does or can exist at this time, in any part of these colonies. As all former laws are now suspended in this province, and the congress has not yet provided others, we judge it necessary for the better preservation of good order, to form certain rules and regulations for the internal government of this county, until laws shall be provided for us by the congress."

In accordance with these principles the freemen of the county formed themselves into nine military companies, and elected their own officers. Judicial powers were conferred on men to be singled out by the vote of the companies, two from each of them; the whole number of eighteen constituting a court of appeal. The tenure alike of military and civil officers was "the pleasure of their several constituents." All public and county taxes, all quitrents to the crown were sequestered; and it was voted that persons receiving new commissions from the king, or exercising old ones, should be dealt with as enemies of the country.

The resolves were made binding on all, and were to be enforced till the provincial congress should provide otherwise, or, what they knew would never take place, till the British parliament should resign its arbitrary pretensions with respect to America. At the same time the militia companies were directed to provide themselves with arms, and Thomas Polk and Joseph Kennedy were specially appointed to purchase powder, lead and flints.

Before the month of May had come to an end, the resolutions were signed by Ephraim Brevard, as clerk of the committee, and were adopted by the people with the determined enthusiasm which springs from the combined influence of the love of liberty and of religion. Thus was Mecklenburg County, in North Carolina, separated from the British empire. The resolves were transmitted with all haste to be printed in Charleston, and as they

## IVAN ALLEN: A RESOURCEFUL CITIZEN

spread through the South, they startled the royal governors of Georgia and North Carolina. They were despatched by a messenger to the continental congress, that the world might know their authors had renounced their allegiance to the king of Great Britain, and had constituted a government for themselves.

The messenger stopped on his way to Salisbury, and there, to a crowd round the court-house, the resolves were read and approved. The western counties were the most populous part of North Carolina; and the royal governor had flattered himself and the king with the fullest assurances of their support. "I have no doubt," said he, "that I might command their best services at a word on any emergency. I consider I have the means in my own hands to maintain the sovereignty of this country to my royal master in all events." And now he was obliged to transmit the deliberate, consistent, and well-considered resolutions of Mecklenburg, which he described as the boldest of all, "most traitorously declaring the entire dissolution of the laws and constitution, and setting up a system of rule and regulation subversive of his Majesty's government."<sup>1</sup>

David Reese had five sons, all of whom were Revolutionary soldiers. His fourth son, George, married Anna Story of Sumter, South Carolina, and settled on a large plantation near his father's home. He grew wheat on a large scale, one of the first to do this successfully in the South. In 1817 George's daughter Susan married Nathaniel Harris, a prosperous young planter of North Carolina. Their son, George Reese Harris, was born August 28, 1820. Nathaniel died young, leaving his widow with four small children. She took her children to live in Tunnel Hill in Georgia, but sent her son George back to relatives in South Carolina to be educated. He determined to become a doctor and for two years studied medicine with his uncle Dr. Milton Reese, in Athens, Georgia. In 1832, however, he entered the Medical College of the State of South Carolina at Charleston. To complete the requirements of an M.D. degree in those days took eight years, in the course of which the

1. *History of the United States, from the Discovery of the American Continent*. Bancroft, George. Boston: Little, Brown and Company, 1858. Vol. VII, pp. 370-374.



## FAMILY

young men were instructed in such subjects as the Institutes and Practices of Physics, Chemistry and Physiology; Observations in Anatomy; and the Principles and Practices of Surgery. Great emphasis was placed on *Materia Medica*.

In 1840, having completed his degree, he packed his books, his instruments, and clothes in his saddlebags and rode through Indian country from Pendleton to Spring Place, Georgia, which was then the capital of the Cherokee Indian Nation. The following letter which he wrote to a cousin in November 1840 gives an excellent picture of his life in Spring Place, and also contains an oblique reference to Miss Mary Adams Chester, whom he was to marry on July 20, 1841.

Dear George:

I have been looking for a letter from you, Thomas, or some of you for some time but have not heard a word from home for more than a month. But I believe I promised to write you shortly again by way of making amends for my former neglect. I take this opportunity of fulfilling my words. The Country here is becoming quite healthy. I have had but little to do for some two or three months but hunt and ride about over the country, but I have no objections to that as I have not had an opportunity to do so before, it being a pleasant way of spending my time and at the same time an advantage, too. At the same time it gives the people a chance to make something to pay me for my trouble, otherwise, I should have great difficulty in making collections. Our town is at present quite dull, nothing doing. The stores here are perfectly empty, everything appears to be laying on oars till after the presidential election but for what reasons I cannot imagine. For my part I do not anticipate much better times on that count for no good can come out of *Nazareth*. The chance of making hard times better is in our hands and that is by exercising prudence, industry, and economy, the only way by which we can be permanently benefitted.

Gen'l Harrison will beyond a doubt be our next president and we have nothing to expect at the hands of Mr. Clay and Dan Webster. Tennessee has given him a majority. And I would not care if he was to get every state in the Union but South Carolina. *Van* ought to have every bit of the skin whipped off of him, an un-

## IVAN ALLEN: A RESOURCEFUL CITIZEN

popular trifling little Yankee, not get his native state. The few Whigs in our town are crowing loud, and we have to act on the defensive now and bear it with as good grace as possible, ridicule them about coon skins, gourds, log cabbins, etc. We have had white frosts here for a month. I have needed my thick coat very much, my health is pretty good now except a bad cold. I have had two or 3 chills since my first attack. I went out sometime ago and worked very hard making a Turkey pen, came home and that night I had a chill and hot fever in the morning. I commenced with Quinine and before night came on had laid the Gentlemen low. Since that time I have been quite well and my health would be better if I could keep from eating so much, an insatiable appetite is almost always the consequence of the chills and Fever. Hunger keeps a fellow in as much misery as the disease itself.

You will be surprised to hear that I have not received my trunk yet. It is at Carnesville. Yet I expected it last week by a waggon directly from there to this place but it appeared to me that Whitten was determined not to send it to me. So I hired a horse and waggon 8 days ago to go and get it. I got a young Fellow to go for me who went for nothing I having persuaded him that it would be good for his health to take such a jaunt, having been a patient of mine. Whitten has acted about it like a base and unprincipled puppy. It will cost me about fifteen dollars to get it here at last.

George, I have a great notion to take a little ride to West Point this Winter when I can make some collections. I can ride it very easily in 4 days, if you have any notion of going out there this Winter just come by and stay a few days with me and I will go on with you. There is some one else that I want to show you. I won't tell you who it is for you must come and see for yourself. George, you must come to Spring Place and from there we will go to Alabama. Give my love to Gran and Aunt May, Uncle Davy. Do call and see Mother occasionally as I know your company affords her as much or more pleasure than any one else. I hope her health is better than when I heard last from her.

Yours,

GRH.

Shortly after Dr. Harris married Miss Chester they moved to Tunnel Hill, where they lived until his death in 1854. Their daughter, Susan Reese Harris, was born February 6,



## FAMILY

1852. After her husband's death, Mrs. Harris moved with her three children to Dalton, and it was here that Susan met Daniel Earnest Allen, whom she married on March 23, 1870.

Daniel Earnest Allen's forebears had settled in Philadelphia in 1683. Before the Revolutionary War, however, Robert Allen migrated southward to Green County in what is now Tennessee but which was at that time included in North Carolina. He received as a grant from Governor Carswell of North Carolina a plantation on the Nolachucky River near Greenville. This property is in part owned by his descendants to this day. His son Daniel inherited the place and under his management it prospered greatly. Upon his death it passed to his wife, who outlived him by a number of years, and she in turn left it to their eldest son. One of their younger sons, Isaac Allen, had in the meantime acquired a plantation adjoining the original grant on the Nolachucky, which he called Allen's Landing. (Today a great hydro-electric plant has been built there.) Like his father, Isaac was a very successful planter and a man of considerable means. He married Miss Mary Earnest of the well-known East Tennessee family. They had three children, two daughters, Martha (who married Edward Bivings of Dalton) and Mary Ruth (who married Billie Jones of Kentucky), and one son, Daniel Earnest, born December 19, 1847. After his Confederate Army service during the Civil War, Earnest Allen, as he was called, moved to Dalton, Georgia. Here, on March 23, 1870, he married Miss Susan Reese Harris. They had one daughter, Mary Ruth, and two sons, William Harris and Ivan Earnest. Ivan was born on March 1, 1877; and when he was only a little over two years old, his father, who had been in poor health for some time, died. He and Mrs. Allen had gone to the old plantation in Tennessee in the hope that the change would prove beneficial to him, and it was there that his death occurred on September 14, 1879.

Mrs. Susan Reese Harris Allen was quite young when her

## IVAN ALLEN: A RESOURCEFUL CITIZEN

husband's death left her faced with the difficult task of rearing three small children with quite limited resources. She devoted the rest of her life to her children and grandchildren, and never faltered in her devotion. It was solely through her help that Ivan was able to start his own business in Atlanta. Mrs. Allen died on March 6, 1936, and is buried at Dalton.

Ivan Allen was the first in his generation to leave the home in Dalton, but not long after he moved to Atlanta his brother Will also went there to go into business. Will Allen never married. After his retirement from the business world some years ago, he went to Florida and has lived there ever since. Their sister, Mary Ruth Allen, married John Sherrod Thomas and lived in Dalton all her life. Her only living child is Mrs. Suesylla Thomas Thomas, Mr. Allen's niece. Her child, Mr. Allen's great-niece, is Mrs. Sue Thomas Frick, of New York. Mrs. Frick has one child, a baby boy named Frederick Frick III, Ivan Allen's great-great-nephew.

Young Mr. Ivan Allen had been in Atlanta about twelve years and had been conducting his own business—the Fielder and Allen Company—for seven years when he married Miss Irene Susannah Beaumont. Her father was the late Albert Beaumont, an Atlanta businessman, and her mother was Mrs. Harriet Walters Beaumont. She has one sister and one brother. Her sister Henrietta married Harry Inman Malsby and they have one son, Harry Malsby, Jr. Her brother, Mr. Walter A. Beaumont, married Miss Nettie Sullivan and they have one son, Walter Beaumont, Jr., who married Virginia Wayne.

Miss Beaumont's marriage to Mr. Allen took place on October 24, 1907, at Mrs. Beaumont's home and was an occasion of great social brilliance. It created quite a stir in Atlanta when Ivan took his bride to Cuba on their wedding tour—in those pre-flight days such a trip ranked along with a journey to Europe.

Shortly after their return to Atlanta the young couple



## FAMILY

bought a home at 874 West Peachtree Street (which, by the way, is still standing, though a change in Atlanta's street numbering system has moved it to the 1300 block). Here it was that their only child, Ivan Allen, Jr., was born on March 15, 1911.

That section of West Peachtree, at what is now Pershing Point, was considered to be rather far out from town in those days, and was a coming residential section. Mr. Allen's house was between two others much like it which were owned by two young couples who, like the Allens, were just starting out. The three young families saw a great deal of each other, and in the years since, though they have been widely separated, Mr. Allen has kept in touch with his neighbors: Mr. Tom Girdler, who is now head of Republic Steel; and Mr. Ernest Norris, the Southern Railway's current president.

As the city grew, the Allens decided to move farther out toward the edge of town. In 1926 they began building far out on Peachtree Road. The following year, when they were able to move into their new home, the neighborhood was quite sparsely settled. Now residential Atlanta has grown miles beyond and around that house; and though it is a long distance from the city's business district, it is almost as far from the outer fringes of what is considered the Atlanta Metropolitan Area.

For the past twenty-two years the Ivan Allens have led a busy, useful, and happy life centered in that home at 2600 Peachtree Road. Mr. Allen's foster city has grown tremendously, and he has played no small part in that growth. But there is one habit he brought to the city with him that he still holds. On a summer's evening it is very pleasant and heart-warming to see him enjoying the twilight with his family on his own front terrace.

## CHAP 43 TER

### IVAN ALLEN, JR.

ONCE, when he was just a little boy in grammar school, Ivan Allen, Jr., had to fill out a questionnaire about his ambitions in life. "I want to be a good citizen of Atlanta," he wrote, "and carry on the family business, just like my father." And just like his father, he has fulfilled this childhood ambition.

He got his early education in the public schools of Atlanta, attending, after his grammar school days, O'Keefe Junior High, and Boys High. When the time came for him to think about going to college, his father told him that he could go anywhere in the United States and take any course that pleased him. He went to Georgia Tech, in Atlanta, and majored in commerce and business administration, to prepare himself for going into his father's firm, as he had always said he would.

At Tech, Ivan, Jr., made an exceptionally brilliant record. Graduating in 1933 with a B.S. Commerce degree, he was President of the Student Council, President of his class, Cadet Colonel in the R.O.T.C., and president of his social fraternity, Sigma Alpha Epsilon. His was one of the five highest scholastic averages at Tech and his extra-curricular activities were many and varied. A list of the honorary fraternities electing him to membership would include Phi Kappa Phi, Omicron Delta Kappa, Anak, Theta Nu Epsilon, and Beta Gamma Sigma.

Beta Gamma Sigma is an honor society whose undergraduate members are drawn from students in the field of com-





IVAN ALLEN, JUNIOR



In 1935 Mrs. Ivan Allen, Jr., then Louise Richardson, travelled with her parents to London where she was presented at court, at the last presentation of King Edward VII (now the Duke of Windsor). She is shown here in court dress.





Ivan Allen, III, and Inman Allen, grandsons of Ivan Allen. Photograph taken in 1944 by Ackerman.





Georgia Phi of Sigma Alpha Epsilon, 1932-33. This picture was taken in front of the old Hugh Inman home at 852 West Peachtree Street, when it was the Sigma Alpha Epsilon fraternity house. Ivan Allen, Jr. was president of the fraternity that year. The house originally belonged to the Hugh Inman family, and Mrs. Ivan Allen, Jr., (Louise Richardson) was born there.

Reading from left to right, first row seated on the ground: Morton Funkhouser, Atlanta; Charles Smith, Pensacola, Fla.; Ralph Jones, Savannah; Lewis Jones, Canton; Bud Vereen, Moultrie; Seaborn Wright, Atlanta; James Rankin, Atlanta.

Second row, seated: George Lowndes, Atlanta; Granville Tomerlin, Arkansas; Ted McClain, Paris, Texas; Alfred Eldridge, Miami; Sanders Camp, House Manager, Monroe; Ivan Allen, Jr.; John Pidcock, Vice-President, Moultrie; Ben Rumph, Treasurer, Marshallville; Frank O'Neil, Atlanta; Tom Eve, Augusta; George Harris, Atlanta.

Third row: Broadus Willingham, Macon; Grant Leroux, Atlanta; Grey Hillsman, Atlanta; Atherton Butler, Atlanta; Charles Dannals, Atlanta; Don Gillies, Florida; Sam Benedict, Birmingham; Roger Mills, Virginia; Grover Swift, New York; Bill Coulborn, Virginia; Leland Wilcox, Texas.

Fourth row: John Mahan, Arkansas; Charles Lokey, Atlanta; Todd Pate, Savannah; Tom Fuller, Atlanta; Buck Corbin, Macon; Billy Glenn, Atlanta; Rabbit Connally, Texas; Frank Baker, Atlanta; Jerry Perkerson, Atlanta.



## IVAN ALLEN, JR.

merce and business administration who rank high scholastically and exhibit unusual ability. Each Chapter may select one person each year as an honorary member. The person chosen must have shown distinguished ability in business and must possess those qualities which the fraternity desires to foster in its undergraduate members. Ivan Allen, Jr., was elected to membership in his junior year—in 1932. Ivan Allen, Sr., was chosen as honorary member at the same election, and father and son were initiated together.

Having graduated from college, Ivan Jr. was ready to go to work for the Ivan Allen–Marshall Company. His father and Mr. Marshall (especially the latter) wanted him to start in Mr. Marshall's office and learn the business from that angle. But this didn't suit Ivan Jr.'s plans. He felt that he could learn the work better and more thoroughly by becoming personally acquainted with each phase of operation, so he began in the basement in the shipping and receiving department, on the same basis as all the other employees there. When he was thoroughly familiar with that department, he was moved on to another until finally he was ready to try his hand at being an outside salesman. All during the time that he was working his way up through the business, he had frequent consultations and discussions with his father and Mr. Marshall, making numbers of suggestions and recommendations which the two older men found most valuable.

Eventually his apprenticeship was over, and when he left to go into the Army he was Secretary-Treasurer of the Ivan Allen–Marshall Company and Secretary-Treasurer of the Amco Investment Company.

With the beginning of World War II in America, Ivan took up his reserve commission as Second Lieutenant in the Army and went on active duty in March of 1942. Most of his duty was with the Fourth Service Command, and with the State Selective Service System, where he served as chief of the field

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division "with merit and distinction," to quote from his citation. He was discharged in August of 1945 with the rank of major.

He did not immediately return to Ivan Allen-Marshall, for Ellis Arnall, who was Governor of Georgia, asked him to serve as Executive Secretary. This post he held for six months. Governor Arnall was extremely reluctant to see him go at the end of that time; but Mr. Marshall was in failing health, Ivan Allen, Sr., who had been carrying most of the firm's work during the war, was anxious to withdraw from the active management, and Ivan Jr. felt that it was his job to return to his business connections.

On March 1, 1946, Mr. Marshall retired and Ivan Allen, Jr., was elected President of the Ivan Allen-Marshall Company. Under his management the firm has continued its consistent upward trend. He has associated with himself a number of other young men, giving them positions of responsibility with the firm. The record of progress made in the last three years by the Company amply demonstrates both his personal ability and his ability to choose the right men for his organization.

It may be said of Ivan Allen, Jr., as of his father that his activities are so numerous that to mention all of them would be tedious. Before the war he was secretary and treasurer of the State Hospital Authority, in charge of the construction of the new buildings at the State Mental Hospital which were dedicated in December 1940. Later he served on the State Board of Education, and in 1936 was Governor of the 4th Regional District of the National Stationers Association. Currently he is a Director of the Bank of Georgia, the Family Welfare Society, the Atlanta Y.M.C.A., and the Georgia Tech National Alumni Association. He is a Trustee of the Georgia Tech Research Institute and of the Youth Service Fund of the Atlanta Rotary Club. He also belongs to the Capital City Club and the Piedmont Driving Fund.



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Ivan Allen, Jr., became a Boy Scout as soon as he was old enough to be a cub, and went right on up. Today Scout work is one of his chief interests—he is a member of the Board of Directors and a past president of the Atlanta Area Council.

Also a Trustee of the Atlanta Community Chest, he has been a division campaign director and has turned in a great deal of hard work for the Atlanta Chest organization.

In the realm of sport he is partial to golf, hunting, and fishing, and is more than proficient at all three. About the only time he takes off from work is for his day-or-two trips to Florida to the Homosassa Fishing Club, of which he is secretary and treasurer.

On January 1, 1936, Ivan Allen, Jr., married Miss Louise Richardson, daughter of Mr. and Mrs. Hugh Richardson. Mrs. Allen has taken a leading part in Junior League work in Atlanta, serving as president in 1945. Her particular interest has been with the Junior League School of Speech Correction—she was one of the group who reorganized it and made it into a first class school.

The Allen Jr.'s have two little sons, Ivan III, who is now ten years old, and Inman, who is seven. These two grandsons are Ivan Allen, Sr.'s pride and joy, and he hopes that he will live to see one or both of them getting ready to follow in his footsteps, as their father did.

Of Ivan Jr. Mr. Allen says: "I have always been an exceptionally lucky man and a lot of good fortune has come my way. But the best thing is that my son never had any idea of any career but to carry on the family business, and to work for his community. And he is making a better job of it than I did."

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